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THE NATIONAL NEWSPAPER OF MARKETING

TV Violence? Now It's in Rivalry Among Nets

Stiffening Competition Extends to Talent, Shifts in Program, Rate Plans

By Maurine Christopher

NEW YORK, Feb. 10—There are many signs of intensified network tv competition, as American Broadcasting Co., Columbia Broadcasting System and National Broadcasting Co. maneuver to strengthen their positions with advertisers, viewers and stations. For example:

• Program-sponsor raids of the sort that used to be prevalent in the plush days of network radio are flaring up again in television. So far these forays on somebody else's high-raters appear to have been unsuccessful. But CBS made a strong effort to corral ABC's "Rifleman" (sponsored by Procter & Gamble) and both NBC and ABC tried to lure a batch of General Foods shows, including Danny Thomas and Andy Griffith, away from CBS.

• Despite the objection of major affiliates in several key markets, CBS has moved to meet the competition's daytime sales policies by cutting rates and by offering morning minutes on a flexible sales plan (*see story in adjoining column*).

NBC's gains in daytime billings are largely responsible for that network's greatly improved sales picture. Its sponsored daytime hours for 1960 were up 50% over the 1959 levels. In the billings race, as monitored by the Television Bureau of Advertising, NBC inched ahead of CBS last October and November. With a 12.9% gain, NBC was ahead by about $1,000,000 in November. This is the first time CBS has been outdistanced in time sales since October, 1953.

There are those who question

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NBC Hits CBS Setup as 'Rate Cutting'; It's Just Defensive Move, Says CBS

NEW YORK, Feb. 9—There is a sharp divergence between Columbia Broadcasting System and National Broadcasting Co. as to what is involved in the new CBS-TV advertiser rotation sales plan (AA, Jan. 16).

In analyzing the move, which will permit advertisers to buy rotating minutes at greatly reduced rates in Monday-through-Friday morning shows, NBC told its affiliates that the CBS plan calls for "cutting prices, cutting compensation, drastically altering the basis of compensation and completely changing the basis of sales by offering 100 minutes per week in four program strips."

■ NBC-TV indicated that it was analyzing the CBS changes, since there had been widely circulated implications that the CBS rotation system is similar to NBC's daytime operation.

Not so, said NBC, which denied that an advertiser could buy less than a quarter hour of a specific daytime show on NBC. (Obviously the research department excluded the minute-insert "Dave Garroway Today Show" in making this statement.)

■ For its part, CBS, when explaining the new sales strategy to its stations, emphasized that the plan is designed to counter the flexible sales policies of NBC and American Broadcasting Co. James T. Aubrey Jr., president of CBS-TV, said the network is losing $5,000,000 annually on weekday morning programming and must find a way to get back some of the business that has been lost to the competition if it is to continue to program

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FREE
YOUR FIRST BOX OF NEW WHITE KING D

IN THIS SPECIAL MONEY-REFUND OFFER

All by itself New White King D washes brighter than other detergents with bleach!
YOURS! THIS GIANT SIZE PACKAGE OF NEW D
White King
D
DETERGENT

BOXTOP OFFER—*Red-and-black newspaper ads in western states offer to refund price of the new White King D detergent.*

Gordon Baking Is Back at Ayer for Third Time

DETROIT, Feb. 7—The restless Gordon Baking Co. account, which has made five agency switches in less than seven years, has returned to N.W. Ayer & Son, New York.

This marks the third time that Ayer has handled this particular account. Gordon Baking, which makes and markets Silvercup bread products in seven midwestern and eastern states, billed about $600,000 last year.

Ayer first lost Gordon to D'Arcy Advertising in May, 1954, after five years on the account (AA, May 24, '54). The following year, Gordon moved from D'Arcy to Cunningham & Walsh (AA, Nov. 28 '55).

Ayer regained the account in 1956 from C&W (AA, July 30, '56) but lost it again two years ago to W. B. Doner & Co. Now Gordon has returned to Ayer after an absence of two years. #

Account Conflict Problem Repealed? . . .

Interpublic Buy Presages Second Worldwide Shop to Vie with McCann

Ad Giant Adds British Pritchard, Wood; Stocks It with Nucleus of Empire

LONDON, Feb. 9—What may become a new chapter in the advertising agency business was opened today with the announcement here that Interpublic Inc. has bought out Pritchard, Wood & Partners, leading British agency (AA, Feb. 6).

Interpublic is the holding company organized by McCann-Erickson last month.

With Interpublic financing, Pritchard, Wood will expand its operations under its own name in an attempt to become a major international agency. It will function alongside—and compete with—existing McCann offices in countries throughout the world.

■ If this plan is successful, it will mean that Marion Harper Jr., president and chairman of Interpublic, will have found a new way to gain an increasing share of the advertising business.

Up to now, the big multi-million-dollar agencies have been limited in their expansion by the problem of account conflicts. The establishment of Interpublic, followed by this new move today, represents a bold effort to clear this bottleneck.

■ Interpublic already has acquired for Pritchard, Wood an agency in Germany, Schulze van Loon of Hamburg. The McCann agency in

(Continued on Page 130)

Publicis Adds $600,000 in GM Billing in France

Four New Accounts Make Publicis GM's Main French Agency

PARIS, Feb. 10—Publicis, France's largest agency, has emerged as the principal General Motors agency in France.

GM's French subsidiary has appointed Publicis to handle advertising for Frigidaire refrigerators, AC Delco spark plugs and car accessories, GM diesel engines and Allison converters.

The business, estimated at $600,000, moved to Publicis from PEMA, which is still the agency of record for other GM products. The GM business at Publicis is expected to grow to $1,000,000, which would make it one of the largest accounts in French advertising.

■ Publicis has been handling Frigidaire washing machines for the past three years, and the new appointment is regarded as a vote of confidence in the agency's work on this account.

The products now handled by Publicis are the main ones made in France by General Motors. GM does not make cars in France, supplying this market from plants in the U. S., Britain (Vauxhall) and Germany (Opel). #

Ads to Help Cut Dollar Gap, Push Tourism: Kennedy

Message to Congress Recalls Last Year's Proposal by Ogilvy

WASHINGTON, Feb. 8—President John F. Kennedy today included a large scale "reverse tourism" promotion among the key programs that are to be used to eliminate the nation's $1.5 billion balance of payments deficit.

In a special message to Congress, the President said the Department of Commerce is to provide him with plans for the tourism drive by April 1. Noting that U.S. tourists spend $1 billion more abroad than foreign tourists spend here, he said the program will include (1) the establishment of travel offices abroad; (2) new advertising campaigns; (3) action to simplify our visa and entry procedures for temporary visitors; and (4) efforts to relax foreign restrictions on travel to the U.S.

■ The tourism program was part of a package of ideas advanced by the President to improve the trading position of the U.S. in the world's markets.

In addition, he called for:

• "Steps to insure the effective performance of our own economic system"—"to improve our technology, lower our production and marketing costs and devise new and superior products, under con-

Benton Takes Aim, Blasts Advertising, McCann, Broadcasting, Big Business

Terms McCann Ads for Britannica 'Lousy'; Also Raps Schools, FCC

NEW YORK, Feb. 10—Buffalo Bill Benton, the fastest tongue in the West and advertising's richest refugee, was in town last night and shot up some favorite targets: The advertising business, the radio and tv business, big corporations, undergraduate schools of business, Marion Harper, McCann-Erickson, the Federal Communications Commission, and working for big companies.

The outspoken millionaire fired his comments in short bursts, talking extemporaneously in the process of accepting an award for exemplary achievement from the Young Executives Sales Club. One-time agency man (founder and partner in Benton & Bowles), vp of the University of Chicago, Assistant Secretary of State, former senator from Connecticut, William B. Benton was full of fire and philosophy last night.

Along the way he managed some shrewd recruiting for his present interests, Encyclopedia Britannica and Britannica Films. He pointed out, for instance, that in 1958 the 19 division sales managers for Encyclopedia Britannica averaged $125,000 income, and later mentioned that the regional manager for Great Books had 94 salesmen now and "I figure each salesman is worth $1,000 to him."

■ Here are some of Mr. Benton's bullets:

• **On big corporations:** "All of my three businesses were extracted from the bowels of big corporations. The one sure thing is the opportunity offered by the soft underbelly of big corporations. Go

(Continued on Page 129)

Last Minute News Flashes

Hazel Bishop Ends Agency Quest; Goes to North

NEW YORK, Feb. 10—Hazel Bishop Inc. has finally ended its long relationship with Raymond Spector Co.—recently an on-again, off-again affair—with the appointment today of North Advertising as its agency. When Bishop named Donahue & Coe its agency in January, 1960, it was reported the account would bill about $2,000,000. The account moved back to Spector as an "interim" agency in May last year until Bishop could find another agency (AA, Jan. 25, May 16, '60). Bishop currently is involved with the Securities & Exchange Commission in an effort to clear the way for public offering of 1,274,823 shares of stock (AA, Jan. 16). The company said it is overhauling its entire marketing operation to increase distribution and sales, aiming for "dominance" in the popular-price cosmetics market.

3M Names EWRR for Revere Subsidiary

CHICAGO, Feb. 10—Revere Camera Co., a subsidiary of Minnesota Mining & Mfg. Co., has named Erwin Wasey, Ruthrauff & Ryan to handle advertising for Revere and Wollensak cameras and equipment. It was formerly handled by Jones Frankel Co. and Keyes, Madden & Jones (tv only), Chicago. EWRR, St. Paul, handles the company's graphic products and duplicating products divisions. The Revere account reportedly bills more than $500,000.

(Additional News Flashes on Page 129)

ditions of price stability."

• Energetic leadership by the Department of Commerce to help industry develop export markets.

■ The President noted that legislative authority for the program is already included in S. 610, introduced this year by Sen. Warren Magnuson (D., Wash.), chairman of the committee on interstate and foreign commerce. A two-day hearing on the bill was held last week, and Sen. Magnuson said the bill will be ready for Senate approval within a few days.

The President's message noted that Americans are spending $2 billion annually in foreign countries, while foreigners spend about $1 billion annually here. In order to reduce the volume of spending by Americans abroad, he asked Congress to reduce the duty-free allowance for returning American tourists from the present $500 "to the historic basic duty-free allowance of $100."

The $500 limit was set after World War II to help the world relieve its dollar shortage, the President said. The primary purpose of this change has vanished, he declared.

■ In order to increase our exports, he said, our costs and prices must be kept low. The government must play a more vigorous part in helping to enlarge markets.

He noted that the budget now before Congress already provides for $1,250,000 in new funds to increase the number of commercial representatives in our embassies abroad. The new budget will also increase the number of trade missions from 11 to 18 a year. Permanent foreign trade centers are to be opened in London and Bangkok, the President said, and three more are being considered for Africa, Latin America and Europe.

■ Commerce Secretary Luther Hodges appeared briefly before the Senate committee on interstate and foreign commerce Friday to report that the Magnuson bill fits in with the objectives of the administration. Under the bill, an office of international trade would be established in the department. It would be authorized to spend up to $5,000,000 for trade promotion, including advertising. When similar legislation was under discussion last year, David Ogilvy, of Ogilvy, Benson & Mather, showed committee members samples of a "Visit the USA" campaign which he had worked up in an effort to create interest in the program. The bill passed the Senate, but was not reported by the House committee on interstate and foreign commerce.

No ad people appeared at last week's two-day hearings, but representatives of travel, hotel and transportation groups appeared to register their enthusiasm for the idea. #

Quality Bakers Launch Fry 'N Serve Doughnuts

Quality Bakers of America Cooperative, New York, has launched its new line of Fry 'N Serve doughnuts, Hotreats, in North Carolina and metropolitan New York. Hotreats are packaged in units of six for grocery store and supermarket distribution and in units of 24 for restaurants, luncheonettes and snack bars. The partially baked Hotreats will have a pantry shelf life of 8-10 days, 30 days if stored in a deep freezer.

Coletti Named Crane Ad Head

Crane Co., Chicago, has appointed S. E. Coletti advertising director of all Crane operations in the U.S. Mr. Coletti, who joined Crane in May, 1960, from Electro-Dynamic Industries, where he was managing partner, will have his office in New York.

AANR Offers 4 Plans to Help Uniform Discounts

NEW YORK, Feb. 8—In a move to head off potential "chaos" in the field of newspaper discounts, the American Assn. of Newspaper Representatives this week proposed to member newspapers four basic discount plans which it said not only provided uniformity, but also accommodates virtually every newspaper and advertiser schedule.

W. Fiske Lochridge, chairman of the AANR rate committee, said the proposed plans were presented to the group's membership yesterday and that initial reaction was good. The New York chapter of AANR, he pointed out, represents about 90% of the nation's dailies.

He made it clear, however, that AANR has "no intention to secure unanimous or even partial unanimous approval" of the basic plans, which were worked up in an effort to provide more uniformity among newspaper discount structures, and not as official recommendations by the representative group, he said.

■ In material supplied the representatives and publishers yesterday, the rate committee noted the "accelerating interest" and adoption of newspaper discounts within the past few months.

"In January this year there were more than 130 newspapers offering some discount plan with good indications that nearly double that number will offer discounts before mid-year," the report noted.

"The differences in the plans offered to date and the ideas discussed for plans to be offered portend an unnecessarily exaggerated complexity of rate structures which will defeat the purposes for which they were designed—as an inducement for advertisers and agencies to plan and use newspaper advertising in larger space and in continuity.

■ "Newspapers and their representatives," the report continued, "recognize the planning and buying inhibitions which the apparent growing lack of uniformity will create. Nevertheless, many of them find it difficult or impossible to adjust their individual discount concepts in the interests of uniformity. In some cases, these adjustment problems involve a newspaper's inability to accept rate decreases without immediate compensating frequency. In others, it is simply a disagreement in con-

(Continued on Page 12)

BEST FRIEND—*Hart, Schaffner & Marx, Chicago, will use a pedigreed dog in its spring advertising, which begins Feb. 16. The above ad will appear in magazines during April and May. Batten, Barton, Durstine & Osborn is the agency. (For news of this campaign see Page 138.)*

As Ad Week Opens . . .

Reds Out-Advertising Us 20 to 1, 40 to 1, Burnett Tells L.A. Adclub

LOS ANGELES, Feb. 7—The decline of the U.S. Information Agency and the rise of communist propaganda efforts throughout the world were deplored here today by Leo Burnett, board chairman of Leo Burnett Co.

Speaking before the Los Angeles Advertising Club, Mr. Burnett pointed out that the USIA's operating budget has shrunk from $113,000,000 in 1957 to $102,000,000 today.

"The communists out-advertise us somewhere between 20 and 40 to 1," Mr. Burnett said. "Communist broadcast hours have been stepped up 27% in the past two years. They are giving increased attention to Latin America, Asia and now Africa, which is in itself a tip-off to their intentions."

■ The agency executive charged that the USIA "has gradually been strangled for lack of money and facilities" and he blamed the condition on Congress.

"Certainly it is time that America woke up to the fact that unless this battle is won, nothing else will count. As lamentable as is the lack of funds, I advance the point of view that a reinvigorated effort to sell our system and the democratic principles of western civilization could well make use of some good advertising talent and that unless our industry, if called on, can measure up to that task, it cannot measure up to much else."

Mr. Burnett asserted that "it would take only a few million dollars of informational-type advertising directed to grass roots America to make every senator and representative in Congress sharply aware of our national deficiency in this area, through public awareness of it, and I'll bet a lot of congressmen could be elected to office on this very platform if they had the information, the wit and the courage to pursue it."

OSBORN PRAISES ADVERTISING FIELD

BUFFALO, Feb. 7—Alex F. Osborn, co-founder of Batten, Barton, Durstine & Osborn, paid tribute to his profession at a luncheon meeting here today, sponsored by the Advertising Women of Buffalo in observance of National Advertising Week.

"I am proud to be an advertising man," he said. "Advertising has done much to help America achieve a standard of living so high that it is the envy of the world. Mass production has been the secret of America's high standard of living.

"So long as we have free enterprise and free choice, mass production will depend on mass marketing. In almost every case, advertising lowers the cost of selling and helps mass production give the public more for its money.

"If we ever lose our freedom, there will be no advertising—except what the government will do to keep pulling the wool over the public's eyes," he said.

■ Recalling an incident 60 years ago, Mr. Osborn told how his uncle forbade his aunt to patronize a large New York department store. The store's sin: It had placed an advertisement in a large newspaper.

The "false stigma" on advertising lingers to a very limited extent, Mr. Osborn observed. #

Stewart Gibes at Ogilvy's Ogling Canada Accounts

He Says K&E Doesn't Drain Dollars or Insult Canadians' Intelligence

TORONTO, Feb. 7—David C. Stewart, head of Kenyon & Eckhardt, New York, today declared open season on David Ogilvy.

In December, Mr. Ogilvy, interviewed by ADVERTISING AGE's Toronto correspondent, said he was building an agency in Canada "to liberate a number of the best accounts." Today Mr. Stewart told a meeting of media owners that his agency is "not singularly devoted to the —and I quote—'proposition of liberating good Canadian accounts' unquote."

In December Mr. Ogilvy said, "We prepare good ads that don't insult the intelligence." Today, Mr. Stewart said K&E would compete for new business "not by insulting the Canadian intelligence by claiming to be better because we also have offices in the U. S."

Mr. Ogilvy had said he spent a day each week in Toronto. Mr. Stewart today declared, "I won't

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Crisco-Wesson Oil Hassle Awaits MAB Code Board Review

NEW YORK, Feb. 10—The Crisco-Wesson oil battle is stalemated until the National Assn. of Broadcasters' code officials rule on whether the commercials to which P&G and Compton Advertising object are in violation of the industry code.

The hassle also is reportedly being investigated by the copy interchange committee of the American Assn. of Advertising Agencies.

Complaining that "readily identifiable" Crisco packages are being used in current Wesson oil tv spots, Compton has written to stations asking them to discontinue carrying this copy (AA, Feb. 6). Compton and P&G charge that the use of specific competitive labels and packages is in violation of ANA and NAB industry standards.

■ Most of the 85 stations receiving the Compton letter have referred the question to NAB for an interpretation of the code. No ruling is expected for a week or so. Some New York reps pointed out that Crisco's tv spots make a comparison smell test of Crisco vs. a vegetable oil bottle that doesn't look too different from the Wesson oil container.

According to Wesson's agency, Fitzgerald Advertising Agency, none of the 55-60 stations carrying the vegetable oil schedule has canceled or asked for copy revisions.

■ In a letter setting forth the Wesson position to stations, Fitzgerald questioned the legal propriety of joint action by P&G and broadcasters to bring undue pressure on a P&G competitor.

Fitzgerald argued that no standard of practice forbade the telling of the truth, even about a competitor, nor the actual depicting of a competitive product, even if that depicting were unflattering. The Wesson spots were defended as "honest, accurate and truthful," and stations were told they were expected to fulfill their contracts.

According to Compton, five or six stations have agreed to stop using the Wesson commercials with the Crisco packages, five or six have said they will continue to carry these spots, while most have turned to NAB for advice. #

Highlights of This Week's Issue

Photo lamps division of Sylvania Electric Products shifts advertising emphasis from print and television to network radio ..... Page 4

Federal Trade Commission survey reports the ten largest food chains, which accounted for 27% of total retail food store sales, handled about 23% of the total volume of frozen fruits, juices and vegetables in 1959 ..... Page 8

George D. Skinner, director of radio programming services of the Katz Agency, says during this decade, many advertisers will make multiple-station radio buys to cover a market, rather than placing all their commercials on the station with the top ratings in that market ..... Page 25

Jos. Garneau Co., import division of Brown-Forman Distillers Corp., assigns its Gancia wine line to J. M. Hickerson Co. ..... Page 30

Metropolitan Life Insurance Co. advertisements offer free financial checkups to heads of households ..... Page 36

Jack Denninger, vp in charge of sales, Blair-TV, says the fee system of compensating advertising agencies will be accepted within the next decade ..... Page 40

Don R. Grimes, president of Independent Grocers' Alliance, warns his store executives that "you will never beat a business slump by slashing your advertising budget" ..... Page 44

Nelson Urban, vp and sales director of Pioneer Hi-Bred Corn Co., attributes much of the company's sales success to localizing its sales and advertising activities ..... Page 77

Kitchens of Sara Lee launches a new spot tv campaign for its line of bakery goods which employs limericks and animated characters ..... Page 78

Prof. George Katona, program director of the Survey Research Center, University of Michigan, says advertising is an important function, that economy needs it and that it is here to stay ..... Page 82

Sterling Television Co., tv film producer-distributor, reports that 46 companies "sponsored" its current events newsreel films in schools throughout the country during 1960 ..... Page 88

Kenneth Groesbeck maintains more women are needed in advertising agencies ..... Page 98

A tougher, more anti-trust minded Federal Trade Commission is seen with the appointments of Paul Rand Dixon, Everette MacIntyre and Philip Elman ..... Page 137

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'Sociables' Depart . . .

'For Those Who Think Young' Is New Pepsi Motif

Marketer, Bottlers Set $2,000,000 Hike in Ad Spending; Back in TV

NEW YORK, Feb. 7—Pepsi-Cola Co., which changed agencies last year, brought out its new look this week.

Batten, Barton, Durstine & Osborn, successor to Kenyon & Eckhardt, has come up with a new campaign theme: "Now it's Pepsi for those who think young."

This replaces "The sociables," which was an extension of the "Be sociable" theme introduced in 1958.

The pastel line drawings associated with Pepsi advertising for more than five years also have been discarded. In their place are strident color photographs done by Bert Stern, a favorite camera man of Madison Ave.

■ In a talk last October, William Durkee, Pepsi's marketing vp, said the company's sophisticated advertising had enabled Pepsi-Cola to gain acceptance in the upper classes. Previously, he pointed out; Pepsi was favored mainly by lower income groups.

■ Explaining the new switch, Philip B. Hinerfeld, vp in charge of advertising, said:

"Today all America thinks young. American society places a premium on youth, the maintaining of youth, the image of youth, young vigor and the youthful ap-

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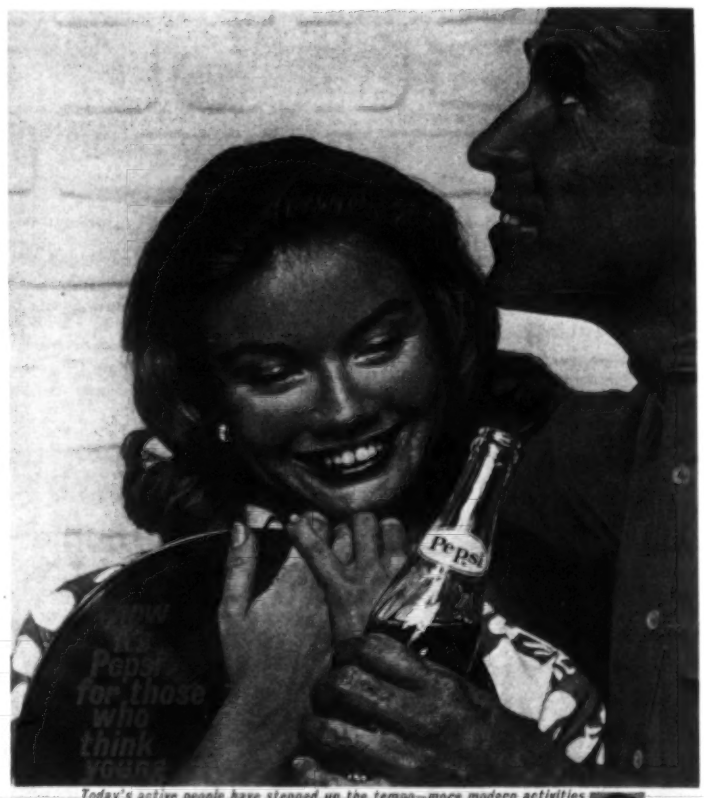
American Joins Pepsi

NEW YORK, Feb. 9—"The Jane Powell Show," beginning in the fall on NBC-TV, will be co-sponsored by another BBDO client, American Tobacco Co., but the brand has not yet been selected. BBDO handles only Lucky Strike and Hit Parade for American. Through BBDO, Pepsi and American Tobacco financed the Jane Powell pilot to get in on the ground floor in the development of a youth-oriented show. However, in this case the advertisers do not have any ownership equity in the show, which is being produced by Four Star Films.

Miss Powell is expected to do some commercials for Pepsi.

JOHN E. DOBLE, *formerly with Ted Bates & Co., has joined BBDO as account group head on Pepsi-Cola, succeeding George Schaefer, who has been reassigned to another account.*



Today's active people have stepped up the tempo—more modern activities to enjoy—more leisure time for enjoying them. This is the life for Pepsi—light, bracing, clean-tasting Pepsi. So think young. Say "Pepsi, please!"

NEW THEME—*Magazine ads like this, running currently, carry out Pepsi-Cola's new advertising theme.*

Pardon Us for Yawning . . .

It's Scarcely News: Another Harvard Prof Beats Advertising to Bloody Pulp

Hansen Insists Federal Government Is Last Best Hope for Sick Economy

NEW YORK, Feb. 8—If the U.S. economy is to blossom as it should and keep us ahead of the rapidly expanding Russian economy, we must throw "caution, restraint and complacency" out the window, permit the federal government "to play the role which is requisite for adequate growth," and—oh, yes—get rid of the decadent influence of advertising.

Those are some of the conclusions reached by Alvin H. Hansen, emeritus professor of political economy at Harvard, and reportedly "the teacher" of John K. Galbraith and Arthur Schlesinger Jr., in "Economic Issues of the 1960s" published this week as the latest in the McGraw-Hill economics handbook series.

Prof. Hansen's book deals with theory and treatment of inflation; growth, automation and the "dual economy"—the partnership of government and private enterprise; and the matter of developed and underdeveloped countries. But in the process, it manages to kick advertising and the "gadget society" around with almost reckless abandon.

■ Prof. Hansen makes no bones about his belief that government

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Radio Code Revise Sets Hourly Limit of 14 Minutes for Ads

PALM SPRINGS, CAL., Feb. 9—The radio board of the National Assn. of Broadcasters today amended the association's radio code to limit the maximum advertising time in announcement and/or multiple sponsorship programs.

Previously, the code time standards for advertising had applied only to programs under single sponsorship.

The new standards, submitted by Cliff Gill, KEZY, Anaheim, Cal., chairman of the radio code board, declare: "The maximum time to be used for advertising announcement and/or multiple sponsorship programs shall not exceed an average of 14 minutes per hour, computed on a weekly basis; provided, however, that in no event shall the maximum exceed 18 minutes in any single hour or five minutes in any 15-minute segment. For purposes of determining advertising limitations, such program types as 'classified', 'swap show', 'shopping guide' and farm auction programs shall be considered as containing one and one-half minutes of advertising for each five-minute segment."

■ John F. Meagher, NAB vp for radio, reported there are currently 1,153 subscribers to the radio code, including 102 stations that are non-members of NAB. Mr. Gill was designated for another term as chairman of the radio code board. #

General Mills Names Souers, Morrison to New Posts

General Mills, Minneapolis, has appointed M. A. (Jerry) Souers director of media and shows. Mr. Souers, formerly manager of broadcast media and shows, succeeds the late C. S. Samuelson, who died Jan. 26 (AA, Jan. 30).

At the same time, General Mills has named Gordon D. Morrison, formerly print media manager, media manager.

'Tribune' Names Nightingale

The *Chicago Tribune* has appointed Donald A. Nightingale retail advertising manager, effective March 1. Mr. Nightingale, formerly assistant manager of the retail display advertising division, succeeds Paul C. Fulton who has been appointed advertising manager (AA, Feb. 6).

$4.35 Billion Billed in '58 by 4,240 Agency Offices, Census Bureau Finds

Figure Includes Fees, Materials, Commissions; N. Y. Shops Got Half of Sum

WASHINGTON, Feb. 9—Advertising agencies in the New York area received nearly half of the $508,219,000 in commissions which were paid on sales of media in 1958, according to a Census Bureau table on the advertising agency business which has just been released.

The amount was reported by 3,367 agencies that were willing to provide breakdowns of their income. The same group reported it earned $136,804,000 of additional income from sales of materials and services.

Altogether the Census Bureau counted 4,240 advertising agency establishments in the 1958 business census. Receipts of the 4,240 (billings for media advertising, plus billings for materials and services, plus service fees, plus other receipts) totaled nearly $4.3 billion. Receipts of the 3,367 which provided breakdowns of their income amounted to $4.22 billion.

■ A similar study after the 1954 census showed $379,959,000 of total media commissions to 2,798 agencies and income from sale of materials and services amounting to $79,290,000. Receipts of the 2,798 agencies that provided breakdowns in 1954 amounted to $3.11 billion, compared with an over-all total of $3.16 billion in receipts reported for 3,267 agencies counted in the 1954 census.

A second table released by the bureau today showed 133 advertising agency "establishments" with over $5,000,000 of receipts. The 133 represented $2.64 billion of receipts out of $4.347 billion reported for all 4,240 agency establishments counted in the census.

Under Census Bureau procedure, "establishments" rather than

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Chrysler Corp. Hit by Two New Legal Actions

Grant Hits Citation by Markewich as 'Cowardly,' as Charge Not Actionable

NEW YORK, Feb. 8—Chrysler Corp., already involved in 10 lawsuits with former executives and unhappy stockholders, was hit with two new legal actions this week.

In a suit filed here two days ago, Robert Markewich, a Chrysler stockholder, charged among other things that Chrysler executives received kickbacks and bribes from outside companies that they either owned interests in or did business with.

In Detroit today William C. Newberg, former president of Chrysler, sued L. L. Colbert, Chrysler board chairman, for $5,250,000, charging that Mr. Colbert tried to destroy him to save his own job with the company.

■ In a 55-page bill of complaint filed in New York supreme court, Mr. Markewich, a New York attorney, listed Grant Advertising as one of five companies which gave "secret profits, commissions, bribes, kickbacks, gifts, gratuities, bonuses, dividends and other sums of money and things of value" to Jack W. Minor, deposed marketing director of Chrysler's Plymouth-De Soto-Valiant division.

Will C. Grant, board chairman of the agency, described the charge as "completely and utterly untrue." Mr. Grant said he thought it was a "cowardly thing for someone to use a privileged document to make such cruel and vicious charges."

"Mr. Minor was paid for his Grant stock when he left our agency, just like any other employe," Mr. Grant said. "Since that time, he has never received one penny from our agency."

■ When contacted in Hollywood by ADVERTISING AGE, Mr. Minor said he knew nothing about Mr. Markewich's suit. When the charges were read to him, he described them as "false and ridiculous." Since leaving the Grant agency in 1953, he added, "I have never received a thing from Grant."

Mr. Minor moved to California last month when he joined Don Fedderson Productions, Los Angeles, as vp of sales and development (AA, Jan. 30). Mr. Fedderson, who is Mr. Minor's brother-in-law, has produced a number of television shows for Chrysler including the "Lawrence Welk Show."

■ The other companies listed with Grant are Bel-Aire Process, Taxi-Ad, Trans-Advertising Agency

(Continued on Page 130)

Slim-Mints Aid Reducers, Court Says in FDA Suit

CHICAGO, Feb. 7—Thompson Medical Co., New York, was found not guilty of misleading advertising for its Slim-Mint chewing gum by a jury in U. S. dstrict court here.

Although the ruling was handed down last December, the decision did not come to light until this week.

The Food & Drug Administration started action against the Thompson company nearly two years ago when it seized shipments of Slim-Mint, a weight reducing agent (AA, May 11, '59). The FDA claimed in court that the product was misbranded and that point of purchase advertising for Slim-Mint was misleading. FDA claimed that the product was not a factor in weight reduction as the company claimed.

■ During the trial, three doctors, serving as witnesses for the FDA, testified that Slim-Mint was not an effective weight reducing aid. Four doctors who testified for Thompson, however, produced evidence based on their individual tests, showing that 127 patients had lost weight averaging 0.6 lb., 0.9 lb. and 1.1 lbs. per week in three separate tests with the help of the gum.

An attorney for FDA declined to say if the government will appeal the case. Thompson says Slim-Mint gum "contains benzocaine, a harmless anorexant agent," which "dulls the taste buds and appetite by safely curbing the urge for high calorie sweets, snacks and desserts in the weight-reducing programs of health conscious people." #

Liana Names K&E for Foods

Liana Inc., subsidiary of United Fruit Co., has appointed Kenyon & Eckhardt, New York, to handle an introductory campaign for a new line of foods using the freeze drying technique. Batten, Barton, Durstine & Osborn is the United Fruit agency.

Cheeribeeribeer Wins Carlsberg Beer's Contest

NEW YORK, Feb. 7—Cheeribeeribeer. That Italianized description of Danish Carlsberg beer is enough to make any he-man quaffer foam at the mouth, but it was good enough to win a new Austin-Healey Sprite sports car for Mrs. Rose W. Klapp of Jersey City.

Mrs. Klapp was the winner among about 10,000 contestants who entered the one-word competition organized by the importer's agency, Wexton Co.

The agency was a little more voluble than Mrs. Klapp in outlining its (as yet unformulated) 1961 ad plans for the beer.

■ Martin Solow, exec vp, said Carlsberg will continue with its quaffmanship theme. This year's ads, basically 7 x 10" will appear in *Esquire*, *Playboy*, *Sports Illustrated* and the *New York Times Magazine*.

The ads will feature different quaffing types. They include the traveling quaffer, the sportsman, the romantic and the everyday type quaffer.

The traveling quaffer will be the kind of man who carries a special beer-warming device so he can drink his beer at the right temperature when climbing Mount Everest. He would know that the right word for skol or prosit in Zulu is (according to Mr. Solow) oogy wawa.

The romantic quaffer is the kind of man who wakes up at 3 a. m. to write a sonnet to his mistress or his wife.

■ "This is the first outline of the campaign," Mr. Solow added. "What actually has to be done now is the development of biographies of these various characters."

Nothing is definite yet. But the agency has the right quaffing idea. Cheeribeeribeer. #

Videotape Productions Plans Expanded Program

Videotape Productions of New York will add manpower and studio space to meet the growing demand for tape production facilities. Videotape and other companies in the field expect a big influx in new business now that CBS-TV has disbanded its tape production unit. The staff expansion already has started with the hiring of three former CBS men: William Hallahan and Louis Tedesco, producer-directors, and Charles R. Fagan, account executive and producer.

Howard Meighan, president of Videotape Productions, indicated that his company, which in the past has concentrated mainly on commercials, will make a stronger bid for tv program and industrial show assignments. To make the expansion possible, the company will acquire additional studio space outside of that already available at Videotape Center.

CLOSED-MOUTH POLICY—*Gardner Advertising, St. Louis-headquartered agency, has distributed these 5x10" cards to staff members in all its offices, Advertising Age learned.*

Sylvania's Photo Lamp Unit Shifts Media to Net Radio

NEW YORK, Feb. 9—A change in strategy has the photo lamps division of Sylvania Electric Products putting virtually all its advertising dollars in network radio.

Previously inclined to print and tv, the photo bulb maker has turned to a three-network radio plan for greater frequency, impact and saturation, William A. Cummings, advertising manager of the division, told ADVERTISING AGE. The company discovered that people already knew what Sylvania flash bulbs were and therefore it wasn't necessary to concentrate its message on the technical aspects of the product. "We decided it was best to bombard people with frequency —to remind them over and over again" to use their cameras, and to use them with Sylvania flash bulbs, Mr. Cummings added.

■ From mid-February through mid-April, the Sylvania division will run 43 commercials per week on NBC Radio's news shows, 30 30-second commercials weekly on CBS Radio's newscasts, and five commercials each week on Don McNeill's "Breakfast Club" on ABC Radio. Mr. McNeill will help in delivering the commercials on his show. Sylvania will also use limited schedules of pages in photo-fan magazines such as *Modern Photography*, *Popular Photography* and *U.S. Camera* to reach the advanced amateur, semi-professional and professional photographer.

Only one-quarter of the people who take pictures use flash bulbs, so there is plenty of room for expansion, Mr. Cummings said. The total market in 1960 was more than 600,000,000 blubs, with Sylvania's share close to 50%, he added.

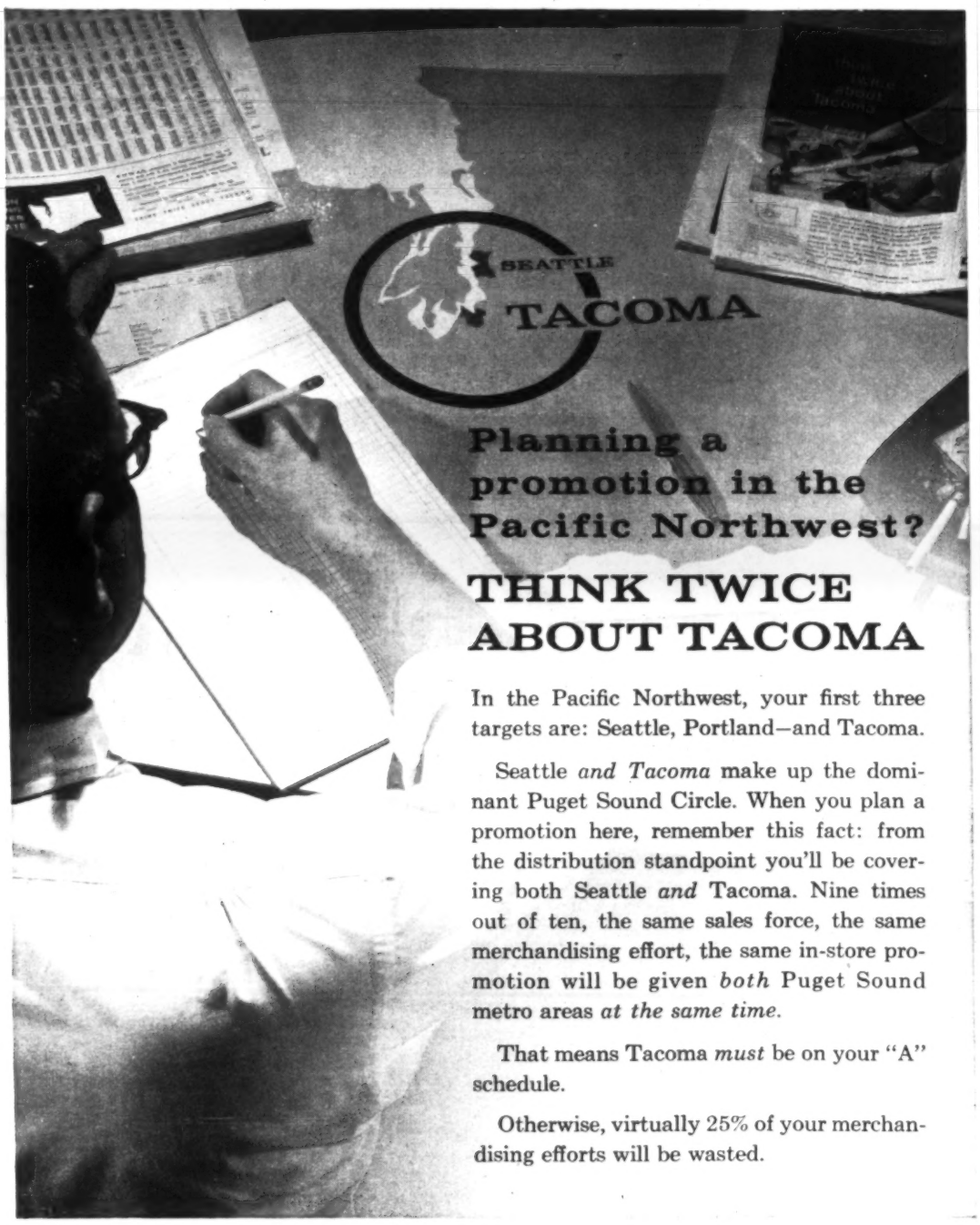
■ Sylvania's closest competitor in the field, General Electric, has about a 33% share of market, Mr. Cummings guessed. GE's current advertising efforts include participations in ABC-TV's "Leave It to Beaver" backed with a heavy print schedule. From six to 12 insertions comprised of pages, spreads and inserts, are being run this year in the same three photo-fan magazines used by Sylvania, as well as in about 16 business publications. Four two-third page insertions are being run in *Junior Scholastic* and *Senior Scholastic*.

■ Sylvania began using radio last spring, tying in a premium offer in its ads. Success of the venture has lead the company to offer another premium this year. From this week through mid-April, consumers will be getting a free photo-flash battery with every pack of bulbs they buy.

Because it usually takes two batteries to run a flash unit, Sylvania believes that its premium will pave the way for increased sales. Either the consumer will buy the second battery or buy another pack of bulbs to get the additional battery, Mr. Cummings said.

Sylvania is furnishing its dealers with sample commercials which it hopes they will use in local adjacencies to the manufacturer's network buys.

Sylvania's schedule was placed by Kudner Agency, while GE's was made by Grey Advertising Agency. #


SEATTLE
TACOMA
Planning a promotion in the Pacific Northwest?
THINK TWICE ABOUT TACOMA
In the Pacific Northwest, your first three targets are: Seattle, Portland—and Tacoma.
Seattle *and Tacoma* make up the dominant Puget Sound Circle. When you plan a promotion here, remember this fact: from the distribution standpoint you'll be covering both Seattle *and* Tacoma. Nine times out of ten, the same sales force, the same merchandising effort, the same in-store promotion will be given *both* Puget Sound metro areas *at the same time.*
That means Tacoma *must* be on your "A" schedule.
Otherwise, virtually 25% of your merchandising efforts will be wasted.
SEATTLE
TACOMA
So, always, every time—
THINK TWICE ABOUT TACOMA
First, as a market that demands complete *local* coverage.
Second, as a market covered *only* by the Tacoma News Tribune . . . now delivering more than 85,000 daily.
Ask the man from SAWYER-FERGUSON-WALKER and get the facts

3,400,000 men and women hold in their hands the future of your business!

1,700,000 couples will decide in 1961 whether they want to do business with you, or not. They are getting married —are forming their brand preferences for years to come. These important young couples will spend $9 billion in 1961 for what they eat and use—will grow steadily in numbers to become the biggest market for your products—the American Family. Dozens of manufacturers of packaged foods, household and personal products are using the low-cost BRIDAL-PAX program of Controlled Product Sampling to capture this basic market—are making sales gains up to 242%, assuring big profits for years to come.
Find out what BRIDAL-PAX can do for you, too. Call IVanhoe 5-0660, or drop us a note.

BRIDAL-PAX, INC.
Controlled Product Sampling
25 Hempstead Gardens Drive • West Hempstead, N. Y.
Offices in principal cities: United States, Canada and Great Britain

Leadership in Action: Editorial Purpose

On the night of December 23, 1956, a Russian TU-104 jet airliner landed in Peking. Aboard were a Look Magazine editor and photographer ...the first American news team ever to set foot in Communist China. Their historic, eye-witness report—*Inside Red China*—appeared in the April 16, 1957, issue of LOOK.

Recently, in the January 31, 1961, issue, LOOK presented another China "first"—a new 12-page *Report from Red China*. Written by Edgar Snow on special assignment for LOOK, it featured the first in-depth interviews of Premier Chou En-lai by an American correspondent in over a decade.

Newsbeats? Yes. But more. Articles like these are expressions of LOOK's editorial purpose: *to create a better understanding of our world through the story of its people.*

In Search of Understanding In 1960 alone, this pursuit of understanding took LOOK writers and photographers into 34 foreign countries on four continents. Two LOOK teams crisscrossed Africa, getting both sides of the de-colonization upheaval. A LOOK editor spent four weeks (including 19 hours in a Havana jail) talking to pro- and anti-Castro citizens of *Castro's Cuba*. Adlai Stevenson, on LOOK assignment, traveled south to analyze *Our Plight in Latin America*. A LOOK editor and photographer went to Berlin to cover reactions of people living on a cold-war powder-keg. Other LOOK teams brought back stories of *Israel Today*...the Kennedy clan in Ireland... the new Mexico... women in Russia.

Understanding other nations is important. So is knowing ourselves. During the past year, LOOK added new chapters to the exciting story of people at home . . . provided new insight into the domestic scene. LOOK writers spotlighted *The Changing American Family*...*The Mood of America* ...today's youth, *The Explosive Generation*... segregation in the North . . . *Psychiatry: the Troubled Science.*

Answering a Critical Need Writing for LOOK, James B. Conant urged reforms in our schools. Gens. Maxwell D. Taylor and John B. Medaris proposed new defense programs. Bishop James A. Pike discussed *Christianity in Retreat.* Harry S. Truman told what it's like when a President becomes *Mr. Citizen.*

Today, more than ever, mankind's most critical need is the need for understanding—for one person to know his neighbor, for one nation to grasp the problems and aspirations of another. LOOK recognizes this need. It is one reason why millions of people turn to LOOK...why so many people talk of LOOK as being America's most vital, most compelling publication . . . why, since World War II, LOOK has gained more circulation, more consistently, than any other major magazine.

LOOK

The Exciting Story of People — 25th Year of Publication

Sears Appointment of Ogilvy Augurs Fresh Try at National Ads for Retailer

CHICAGO, Feb. 8—The decision last week by Sears, Roebuck & Co. to undertake an extensive national advertising program this year apparently represents an about-face by the top management on the question of national advertising.

Sears last week appointed Ogilvy, Benson & Mather (AA, Feb. 6) as agency for its national ads. Sources told ADVERTISING AGE that Sears will invest between $4,000,000 and $5,000,000 this year for a national push, which reportedly will run primarily in magazines.

When contacted by AA today, Sears declined to elaborate on its national ad plans, size of budget or media.

■ Although Sears has always been a big retail advertiser, national advertising did not exist at the company until it entered the national ad arena in 1956. At that time it appointed Henry Mayers (AA, Nov. 28, '55) and his Los Angeles agency, Mayers Co., to handle the program which, the first year, consisted of color pages in magazines and farm publications. Measured media figures indicated that Sears spent $434,010 on national ads the first year.

The giant retailer achieved its peak in national advertising in 1957 when it spent more than $2,250,000. In addition to an extensive magazine schedule, Sears went into network tv for the first time with participations on the "Today," "Home" and "Tonight" shows.

In announcing its national advertising debut, Theodore V. Houser, who then was board chairman of Sears, said that the company felt a need to pre-sell its brand name merchandise.

■ The Mayers agency merged with Cunningham & Walsh in January, 1957, and both agencies worked on Sears and other accounts until a divorce was effected between the two in the spring of 1958 (AA, March 17, '58). After the split, Sears requested Cunningham & Walsh to continue as its agency.

In the first two years of its national ad program, the cost of the campaigns was split between Sears stores and the parent company. In 1958, this arrangement was terminated; Sears decided that the stores should bear the full cost of national advertising.

Store managers bitterly opposed this new deal as the Sears stores are operated as autonomous entities and managers are held personally responsible for their profit and loss statements.

Many of the managers felt that the added national ad costs would cut into their profits. Cunningham & Walsh also reportedly was against the new arrangement. The national ad expenditures in 1958 dropped to about $1,000,000.

■ A new arrangement was adopted the following year—1959. Funds for Sears' national ads came from Sears suppliers—companies which sold merchandise to Sears. A source told AA that donations from some 20 suppliers were made to Sears on a voluntary basis. This plan also was used last year.

Several snags developed under this arrangement, however. In some cases, the suppliers designated media to be used. In other cases, some of the Sears national ads were billed through the suppliers' agencies, which took fees away from C&W. Media plans became disorganized under the new system.

The national ad fund dwindled to $500,000 in 1959. Last year, expenditures dropped to between $100,000 and $200,000.

■ Top management of Sears reportedly has been cool toward national advertising. During the last four years or so, a number of campaigns prepared by the agency were killed by the top brass, including one last year which would have glorified Sears' 75th anniversary.

Last fall, Sears called in Cunningham & Walsh and told the agency that it had decided on a new compensation plan. Under the new arrangement, the agency would be paid a flat fee monthly to act as a "brokerage" agency, performing only the function of placing ads. Sears presumably would do the creative work on its ads. C&W, which had always handled the account on a straight 15% commission basis, would not accept the new arrangement and terminated its relationship with Sears (AA, Oct. 3, '60).

■ Just before the split, Sears reportedly indicated that it would do little or no national advertising this year. Just what changed the minds of the Sears brass could not be learned.

It also could not be learned what kind of a financial arrangement Sears has with its new agency, Ogilvy, Benson & Mather. Cunningham & Walsh reportedly lost money on Sears the last two years that it had the account.

Sears is one of the largest local advertisers in the U.S. In 1959, the company invested $69,529,500 in local media, of which $52,520,000 was in newspapers. Expenditures for 1960 have not yet been disclosed.

Edward Gudeman, Under Secretary of Commerce and former head of retail and mail order advertising at Sears, last week estimated that the company spends more than $100,000,000 a year for advertising (AA, Feb. 6).

■ Some of the problems incurred by the Mayers agency in handling the Sears account—which may or may not be encountered by Ogilvy—were outlined nearly four years ago by Mr. Mayers at the meeting of the American Assn. of Advertising Agencies (AA, April 29, '57).

The problems cited by Mr. Mayers were:

1. It's not a single account but a cluster of different accounts. Each ad represents a new set of product facts, different competitive situation and a fresh copy and art problem. Each ad means working with a new group of Sears people, although all advertising is coordinated under an advertising manager and his staff.

2. Each ad has two objectives, seemingly contradictory—brand image and hard sell. Each ad is to contribute to the long-range objective of upgrading public attitudes toward Sears, yet it is supposed to produce sales for the item featured.

3. There's a timing factor. Ads cannot be produced months ahead, since a retailing organization has to be flexible, so conception and production of advertising are executed on a time-schedule, which Mr. Mayers called "without parallel in the agency business."

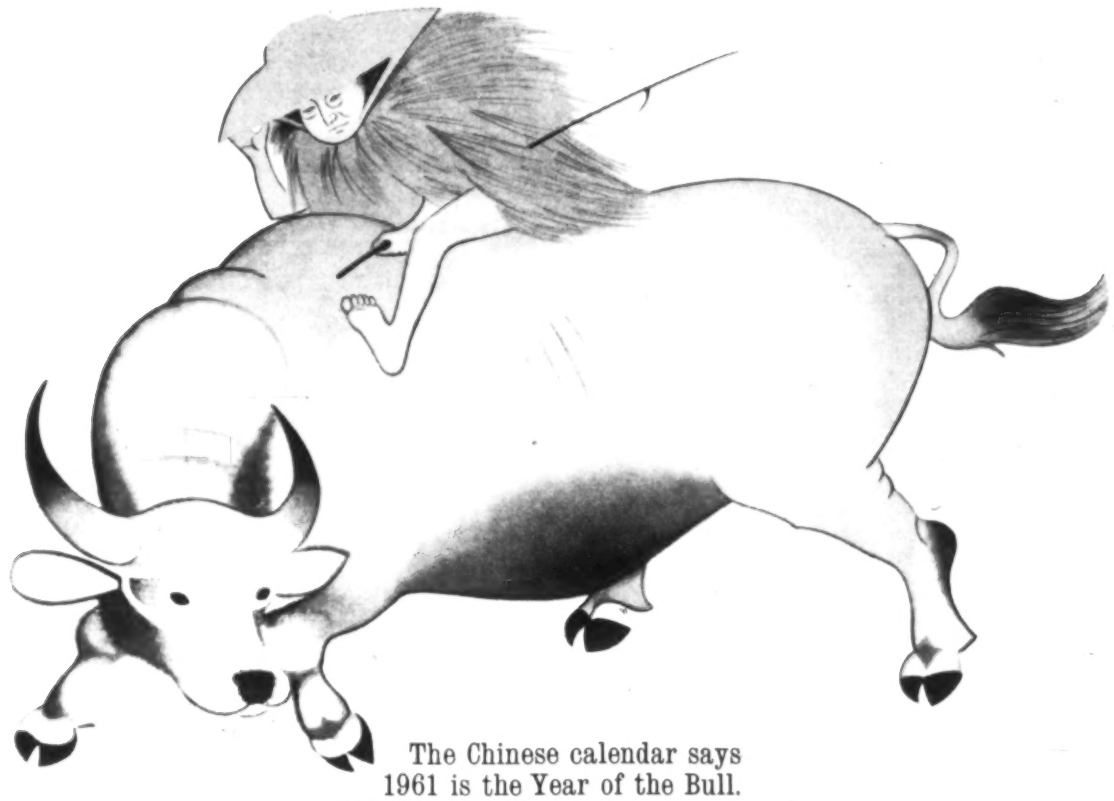
4. Sears expects more of its agency than the magazine advertising. The agency is also producing filmed tv commercials for local stores and is asked to help improve local level advertising, including study of the internally-prepared mat service and store use of local media. ≡

CBS-TV Promotes Fuchs

David Fuchs has been promoted from manager of sales presentations to director of sales presentations for the CBS-TV network, New York.

To help
make
meetings
more
effective

ASK THE HELP OF
THE JAM HANDY ORGANIZATION
NEW YORK DETROIT CHICAGO HOLLYWOOD



The Chinese calendar says 1961 is the Year of the Bull. What follows has no connection with the Chinese calendar. It is a simple statement of plain truth.

The air all over America is tingling with a great change. You can feel it in our homes, our offices, in PTA meetings and cabinet meetings, in charity drives, sales drives and Sunday drives with friends.

••••••••••••••••••••••

A new American hero is being born. He is shoving aside old heroes: The Popularity Kid. The Charming Personality. The Guy With a Smile as Bright as His Shoes.

••••••••••••••••••••••

Lo and behold, our new hero has Brains.

••••••••••••••••••••••

Maybe he was spawned by the challenge of the sputnik, the "We will bury you" speeches, the Reds standing a bomb's throw from Miami. Maybe it all started with science's dizzying leaps. Maybe the complexities of modern life have thrust him on us. Maybe we are simply growing up.

••••••••••••••••••••••

Certainly we are getting smarter. The number of high-school graduates is growing faster than the over-all population. Adult education classes are overflowing. Washington is jingling with Phi Bete keys. High schools here and there are giving letters for scholarship. And the Post series that has drawn the biggest mail response ever is called, with reason, "Adventures of the Mind."

••••••••••••••••••••••

Yet few of us who are said to have a finger on the pulse of America have felt this new, quickened beat. Perhaps, in thinking of people as numbers, some have forgotten that they are flesh and blood.

••••••••••••••••••••••

Not us. You will hear the new American pulse-beat strong and clear in the pages of The Saturday Evening Post this year. You have sensed it already in the definitive biography of Frank Lloyd Wright that led off 1961 . . . and in our series, the untold stories of the Civil War. New, red meat—not rehashings.

••••••••••••••••••••••

You will read, in the magazine that published "The Ugly American," Dean Acheson's intimate account of the men he has known . . . his views on diplomacy, past and present. And firsthand reports from a seething Africa by Stewart Alsop . . . from today's Hungary, four years after revolution, by Ernest Hauser . . . from Michigan, a key state in the nation's economic future, by Harold Martin.

••••••••••••••••••••••

You will read stories by Pulitzer Prize authors and by important newcomers—Stuart Cloete, Gerald Kersh, Jack Schaefer ("Shane"), Leonard Wibberley ("The Mouse That Roared"), Ray Bradbury, Storm Jameson, William Saroyan and many other fine writers of fine fiction.

••••••••••••••••••••••

You will be talking about what may be the most talked-about memoirs of the year. With rich words, rude words, woolly words, wise words, Mr. Charles Dillon Stengel tells the story of his life.

••••••••••••••••••••••

And more, much more.

••••••••••••••••••••••

There is another thing about 1961 that you ought to know. It is an upside-down year, reading the same if you stand on your head. The first since 1881, and the last until 6009.

••••••••••••••••••••••

Appropriately, we will be turning the world of publishing upside down. And we know that the new Americans—with their brains to think and their youthful vigor to act—will turn to us in ever-growing droves.

••••••••••••••••••••••

You are invited to come along, as reader or advertiser, on this exciting adventure in the year of the Post.

A CURTIS MAGAZINE

THE SATURDAY EVENING POST

THE INFLUENTIALS' MAGAZINE

Private Brands Dominate Big Food Chain Sales: FTC

WASHINGTON, Feb. 7—The ten largest food chains, which accounted for 27% of total retail food store sales, handled about 23% of the total volume of frozen fruits, juices and vegetables in 1959, according to preliminary results of a special Federal Trade Commission survey.

Nearly 57% of the volume sold by chains was sold under private brands. Other outlets—smaller chains, independents, frozen food distributors, etc.—handled 82.7% of their volume under packer brands.

The FTC study was part of a series which the commission has been conducting in the food field. It covers operations of the fruit and vegetable freezers from the field to the store shelf.

Of $692,024,000 in frozen fruit, juice and vegetable sales covered in the survey, 68.1% were marketed under packer brands, 26.4% under customer brands and 5.5% were unbranded.

■ Sales to small chains, independents, frozen food distributors and others totaled $450,381,000. FTC said 82.7% were handled under packer brands, 15.9% under customer brands and 1.4% unbranded. Sales to the 10 top chains—A & P, Safeway, Kroger, American Stores, National Tea, Food Fair, Winn-Dixie, First National, Grand Union and Colonial Stores—were $158,112,000, with 42.5% packer brands, 56.8% customer brands and 0.7% unbranded.

Sales to manufacturers and processors, including bakeries, totaled $83,531,000, including 37.9% packer brands, 25.7% customer brands and 36.4% unbranded. ≠

Avery Label Names A.M., Carson/Roberts Agency

Avery Label Co., Monrovia, Cal., has appointed Carson/Roberts, Los Angeles, to handle its advertising. The account, which bills more than $100,000, formerly was handled by Martin R. Klitten Co.

Carson/Roberts' appointment follows the appointment of Richard E. McFarland, formerly an account executive with Hixson & Jorgensen, as advertising manager of Avery Label.

WTAR-TV Promotes Gietz

William A. Gietz, formerly local sales manager of WTAR and WTAR-TV, Norfolk, has been named general sales manager of WTAR-TV.

Proctor Promotes Allison

Ramona H. Allison, an account executive with Richard Proctor Advertising, Montgomery, Ala., has been named a vp.

PATRONIZE OUR CLIENTS—*From beer to pens to cars to butter, Agence Havas shows 42 of the products it handles in Paris Match spread, with the remainder of its client roster covered under "etc." in the last panel.*

Courtesy of Qantas Empire Airways, Ltd.

Agence Havas Ad Scores Readers on Modern Product Use

PARIS, Feb. 7—If you use the products we advertise, you are in style with modern living.

This is the striking message Agence Havas brought to the French public in a color spread placed in *Paris Match*, the leading consumer magazine in the country.

Havas is a huge agency controlled by the French government. It operates both as a service advertising agency and as the country's largest space representative.

In an unusual departure from custom, Havas took this spread to show the clients its services. The copy portion of the ad consisted of a quiz for consumers to determine how modern they are.

■ Readers were asked to look at each illustration and give themselves a point if it exemplified their style of living. A total of 42 products was shown in illustrations, and the scoring went like this:

Zero to five points—you are a little dated: six to 20 points—it would pay you to pay more attention to advertising; 21 to 30 points—you are well informed but somewhat distracted; 31 to 41 points—you already know how to live well; 42 points—"Bravo! You are 100% of your time, you have the '1961 style'! " ≠

'This Week' Boosts Rankin to New Advertising Post

W. Parkman Rankin, a vp of *This Week Magazine*, New York, since 1957, has been named as over-all supervisor and coordinator of the magazine's advertising and sales development department, a new title. Succeeding him as vp of newspaper relations is Richard T. Ney. Dwight I. Skinner is also a vp of newspaper relations for *This Week*.

W. Parkman Rankin

Samuel J. Nield, formerly with *Ladies' Home Journal*, has joined *This Week's* New York sales staff.

Houghton Appoints Hughes

E. F. Houghton Co., Philadelphia, manufacturer of oils, leathers and metalworking products, has appointed David P. Hughes Jr. advertising manager, succeeding Douglas C. Miner, who has retired. Prior to joining Houghton, Mr. Hughes was formerly with Atlantic Refining Co. and Lukens Steel Co. At the same time F. Harvey Whitten has been appointed assistant advertising manager.

"I used to dream about coming to New York some day. And all of a sudden, we're here. Sure hope Jim likes the colors. Sure hope the company's glad they moved us to New York."

New York is new homes for new people. In the city itself, 161,540 new dwelling units in five years. In the booming suburbs, 312,000 more. Hard town to keep up with. Except with The New York Times. To many, New York is The New York Times. It serves New Yorkers with the most news. It sells them with the most advertising. New York is The New York Times.

Compton Reports Good Response to 'Sudden Death' Station Cancelations

NEW YORK, Feb. 8—Compton Advertising has been getting mostly favorable reaction from station representatives to its revised tv buying policy, according to Graham Hay, broadcast media supervisor.

The revised policy, announced in a letter from Mr. Hay to representatives, calls for the purchase of a better time period from a competitive station in the market without first notifying the incumbent station. In the past Compton spot schedules have been moved only after the station already carrying the business was informed of the competitive offer and given a chance to submit a better time slot of its own. The policy of notifying the incumbent station, through its representative, and letting it make a counter offer to improve a spot schedule is general industry practice.

Henceforth, the station which has had Compton-placed business will learn about a schedule on a competitive station only when the original station gets a cancelation notice.

The aim of the Compton move: To get the choicest possible availabilities for continuing spot schedules.

■ Mr. Hay's letter complained that improved availabilities in many cases are not being offered on a voluntary basis, but only after a competitive bid for the business has forced the incumbent station's hand. The new policy is expected to keep all stations alert and to heighten voluntary scheduling improvements on the part of stations.

Ungar Sets 2-Month Drive for Tools in 14 Electronic Books

HAWTHORNE, CAL., Feb. 9—Ungar Electric Tools has launched the first stage of the "largest ad campaign in its history" with a series of four quarter-page insertions in the February issues of ten publications. Using woodcuts of 19th century machinery, the teaser ads ask, "Old fashioned?" and proclaim, "See what Ungar does to soldering tools next month!"

Regular ads, contrasting Ungar tools with outdated consumer

CONTRAST—*This page bleed ad is part of Ungar Electric Tools' drive set for trade books in March.*

items, will appear in March issues. There will be b&w and two-color pages in 14 trade publications.

Beneficiary of the campaign is Ungar's Imperial line of soldering equipment for the electronics industry. Following the trade promotion, the Imperial line and other products will also be advertised in consumer publications later this year.

■ Media to be used this year are: *Electrical/Electronic Procurement, Electrical Design News, Electrical Equipment Engineering, Electronic Design, Electronic Engineering Masters Annual, Electronic Industries, Electronic News, Electronic Products, Electronics, Electro-Technology, Industrial Electronic Engineering Maintenance, PF Reporter, Radio Electronic Masters Annual* and *Western Electronic News.*

Coleman-Parr, Beverly Hills, is the agency for Ungar, the electronic division of Eldon Industries. #

Advertising's Role Confuses Admen, Too, Frost Says

PHILADELPHIA, Feb. 8—To the enigma of why the public, writers, economists, educators and legislators don't understand the role and usefulness of advertising, Donald S. Frost, vp of Bristol-Myers Co., posed another puzzler: Maybe the advertising industry doesn't understand the function of advertising.

Mr. Frost told the Poor Richard Club yesterday that it seems to be assumed that those in advertising "are all automatically gifted with a clear understanding of the place and position of advertising as an element in our economy.

"But when we find that even within individual companies there are often various concepts at top management levels of the job that advertising is intended to do, it is easy to see why there may be many interpretations on the part of advertising people themselves," he said.

■ This might be due to "a lack of concentrated clarification of the subject." Mr. Frost suggested that the advertising trade press run a "definitive article or series of articles putting the spotlight on the function of advertising." Although this is "talking to ourselves," the advertising industry will be better able to help others "understand the job we are doing," he said.

"We are all familiar with the term 'thought leaders' as it applies to educators, statesmen, the clergy," he said. "I believe that we in the advertising community are also thought leaders . . . certainly in regard to consumer attitudes and actions related to the products and services we advertise, the companies we represent," he said. "Should we not also be 'thought leaders' in regard to the function of advertising itself?" #

Martin Joins Kelly-Springfield

Glenn E. Martin has been named advertising manager of Kelly-Springfield Co., Cumberland, Md., tire maker. Mr. Martin, formerly ad manager of the tire division of B. F. Goodrich Co., succeeds Lester J. Auker, who has received another assignment to be announced later by the company.

Robinson Joins 'Herald Tribune'

Thomas L. Robinson, formerly owner and publisher of the *Charlotte News*, has joined the *New York Herald Tribune* as vp and general manager. He succeeds Richard C. Steele, who will resign April 1 to become publisher of the *Worcester Telegram & Gazette*.

Chun King, Esso Lead Hollywood Adclub Winners

Multiple Winners Include Freberg, Ad-Staff, Elektra

HOLLYWOOD, Feb. 8—The Hollywood Advertising Club held its first international broadcasting awards for the "world's best" radio and television commercials last night, with Hollywood sweeping the honors in the radio categories and New York producers taking the honors in the tv competition.

All four radio awards winners were Hollywood-produced, with Freberg Ltd. and Ad-Staff each winning in two categories. The radio sweepstakes award went to a Freberg-produced Chun King chow mein commercial.

The international aspect of the competition was underlined by the geographical location of the agencies which won awards: four from New York; two from Toronto; one from London; one from Chicago; and one winner in the West—Foote, Cone & Belding, San Francisco.

Among producers, six were from New York; two from Hollywood; one from London. Elektra Film Productions produced three of the nine television winners.

■ The television sweepstakes award went to a spot produced for one-market use for Esso oil heat. Elektra was the producer; MacLaren Advertising, Toronto, was the agency.

Radio winners, selected from a total of 43 finalists, were:

Less than one-minute, any type: Butter-Nut coffee; agency, Buchanan-Thomas, Omaha; producer, Freberg Ltd., Hollywood.

One-minute or more spoken or dramatic: Chun King chow mein; agency, Batten, Barton, Durstine & Osborn, Hollywood; producer, Freberg Ltd., Hollywood.

One-minute or over, music: Oklahoma Oil Co.; agency, Needham, Louis & Brorby, Hollywood; producer, Ad-Staff Inc., Hollywood.

Local, one-market, any length or type: Assumption Abbey wines; agency, Walker Saussy, Hollywood; producer, Ad-Staff Inc., Hollywood.

■ Television winners, selected from a total of 95 finalists:

One-minute, combined live action and animation: Brillo soap pads; agency, J. Walter Thompson Co., New York; producer, Elektra Film Productions, New York.

30-second, live action: Scotts porridge oats; agency, Alfred Pemberton, London; producer, Advision Ltd., London.

One-minute or over, live action: Alcoa Colorib; agency, Fuller & Smith & Ross, New York; producer, TV Graphics, New York.

One-minute or over, animation: Franco-American spaghetti; agency, Leo Burnett Co., Chicago; producer, Animation Inc., Hollywood.

20-seconds, animation: Puss 'N Boots cat food; agency, Spitzer, Mills & Bates, Toronto; producer, Elektra Film Productions, New York.

8 or 10-second ID's open class, animation: Dilly Beans; agency, Papert, Koenig, Lois, New York; producer, Elliot, Unger, Elliot, New York.

Thirty seconds animation: Prudential Insurance; agency, Reach, McClinton & Co., New York; producer, Robert Lawrence Animation.

20-seconds, live action: Dole Corp., ABC breakfast juice; agency, Foote, Cone & Belding, San Francisco; producer, Cascade Pictures, Hollywood.

Local, one-market, any length or type: Esso oil heat; agency, MacLaren Advertising, Toronto; producer, Elektra Film Productions, New York.

Creative Admen May Block Own Progress: Adams

DENVER, Feb. 10—Creative people in advertising often have nobody but their own attitudes and actions to blame if they don't reach positions in top management. Too frequently, they erect their own barriers.

Charles F. Adams, exec vp of MacManus, John & Adams, Bloomfield Hills, Mich., made these observations in a speech prepared for delivery Feb. 11 at a meeting of the Rocky Mountain Council of the Four A's.

Mr. Adams cited four self-imposed limitations:

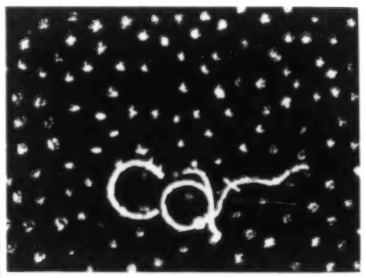
(1) Lack of belief in advertising as a career worthy of the creative person's entire time and effort; (2) isolation behind drawing board or typewriter, with little or no effort to take part in the sale or processing of the work; (3) absence of interest in anything beyond the immediate creative assignment; and (4) changing jobs for the sake of change or for a few extra dollars.

■ "The penchant for moving about can be fatal," Mr. Adams warned. He said that it is fallacious to think that it is "fashionable to have five or six different agencies in one's background."

His advice was, "Be sure there is no road ahead before you start running sideways. Take another job when it advances your career, but not for a change of scenery" or for a slight salary increase.

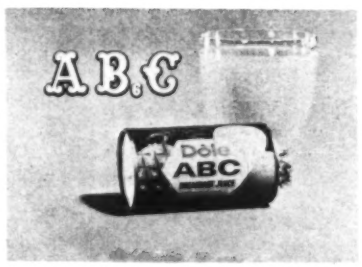
Many creative admen are limited in their personal progress by a feeling that their financial reward—which they like—has been somehow "ill-gotten and that they are betraying their talents and humanity in general," Mr. Adams said. #

Dilly Beans
8-10 second ID's—animation

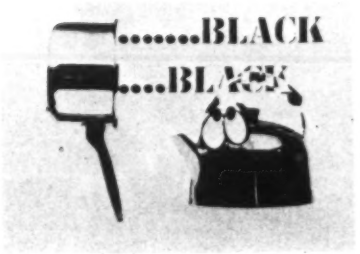


Esso Oil Heat
Local one market

Scotts Porridge Oats
30 seconds—live action

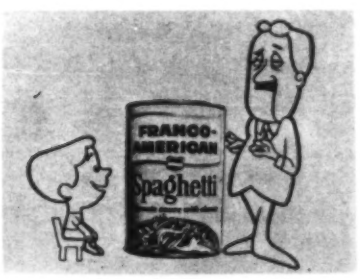


Dole Corp.
20 seconds—live action



Brillo Soap Pads
One minute—animation and live action

Alcoa Colorib
One minute or over—live action



Franco-American Spaghetti
One minute or over—animation

Phone Wires Hum at AA with Tidings of Chun King, Freberg

CHICAGO, Feb. 9—"I just talked to Paulucci; he said Chun King sales are 25% ahead of a year ago, thanks to my commercials," Stan Freberg told ADVERTISING AGE tonight. (It was still daytime in California.) He was phoning to note that the radio spots for Chun King had just won the Hollywood adclub's grand sweepstakes award (see story in adjoining column).

Mr. Freberg, who sometimes jokes but sounded serious, returned the compliment from Jeno Paulucci, president of Chun King: "It would have been impossible except that he gave me absolute freedom in creating the commercials," Mr. Freberg said.

He mentioned with some distaste another client, who had brought on the creation of less excellent advertising by insisting on inclusion of some specific copy platform points.

■ Mr. Paulucci, who phoned AA from Duluth shortly afterward, said that Chun King sales actually are climbing at a rate even higher than 25%. "We're very happy," he said. "Our total business, including the Jeno Italian and other lines, is running in excess of $30,000,000 a year, and more than half of it is the Chinese line."

He told AA that for several years, Chun King was running an 8%-10% normal sales increase, but the company wasn't satisfied.

"Mr. Freberg's commercials are running in 30 big markets—we're not spending a nickel more in those markets. We're using more radio, and about the same amount of tv, and somewhat less print, but our total expenditure is just about the same," he said.

"I've found out that you don't have to go into all this jazz about store sales and warehouse sales and Nielsen reports and all that sort of stuff—just let me open the mail in the morning and I can tell whether our advertising is paying off or not—and believe me, this stuff of Freberg's is paying off." #

An undesirable change
in the pitch of an audible
signal is called wow.

Such distortion is commonly
heard when a phonograph
turntable varies speed
during a sustained note.

WOW

WOW

In the electronics industry,
executives and engineers
appreciate a distortion-free
report of current industry
events.

To get it, they turn to
the industry's weekly
newspaper. They know there
is often "sock," but never
"wow," in the pages of
Electronic News.

Schlesinger Replacement at 4A's Says Ad Tax 'Might Be Advisable'

Too Much Advertising, Dorner Hints; Kintner Warns of Too Much Law

DETROIT, Feb. 9—Some of the "fireworks" expected at the annual meeting of the Michigan council of the American Assn. of Advertising Agencies didn't come off yesterday, because historian Arthur Schlesinger Jr. bowed out. But the man he picked as replacement propounded some of the same ideas—including a tax on advertising—that led admen to level their wrath at Mr. Schlesinger.

Harvard historian Schlesinger canceled his Michigan Four A's appearance after he was named special assistant to President Kennedy. Although he has said that, contrary to original reports, he does not seriously advocate a tax on advertising, the man he "nominated" to replace him at yesterday's meeting said such a tax "might be advisable."

■ Peter Dorner, associate professor of economics at the University of Wisconsin, appeared on a "Meet the Critics" panel with departing Federal Trade Commission Chairman Earl W. Kintner; Walter Weir, chairman of the executive committee of Donahue & Coe; and tv producer David Susskind.

Both attackers and defenders of advertising were subjected to an incisive cross-examination by Mike Wallace, tv interviewer. The battle of wits lasted three hours.

■ Dr. Dorner appeared to share some opinions once voiced by Mr. Schlesinger, concerning ad expenditures.

"Advertising is unquestionably useful, and we may agree on certain benefits," he said, "but I wonder about the economic consequences of excessive advertising. The expenditure is more than that for higher education. The question is whether such spending is the best use we can make of our resources. It is only in a wealthy society that this would be possible. There is an imbalance, or as Mark Twain said, 'all men are created equal but some more equal than others.' Even a complete absence of advertising would not make a perfect balance."

Prof. Dorner raised the question of advertising's control of communications media, a point that Mr. Wallace pounced upon and delved into later, asking him if he meant control of editorial comment in the press and on the air. Mr. Wallace brought up the most recent case of big companies in trouble, that of the electric industry, pointing out that their advertising weight had not saved them from rough editorial treatment.

■ Some regulation or check of advertising in the form of taxation or removing of advertising costs from the deductible category in tax assessments might be advisable, Prof. Dorner said.

"I am not for the abolition of advertising, but do we need as much?" he asked. "There may be a need of public regulation over an activity that is not private. Self regulation is only possible if everyone gets together in perfect agreement," Prof. Dorner said.

Mr. Wallace asked if Prof. Dorner thought that 1.2% of the price of automobiles sold in 1958 and 1959, spent on advertising, was out of line, after the professor had said that 4% or 5% of total costs going to advertising was excessive. The rejoinder was that generally we are in trouble if we do not control the direction of expenditure.

Mr. Wallace asked if Mr. Dorner felt that advertising created artificial wants.

"I hope so," was the answer. "I would hate to think of $10 billion or better being wasted."

■ Mr. Kintner, under the effect of knowledge of his imminent replacement as FTC chairman, stuck mostly to his observations and shied away from predictions, except to announce that he would practice law in Washington and practice what he had preached.

Mr. Susskind, tv producer and campaigner for more culture in the medium, said that it was lacking in proper blending of the shows with the commercials, and that quality of tv in general was in need of tailoring.

"The advertising agencies in general have succeeded in giving tv something of the character of a gigantic comic strip," he said.

Mr. Wallace asked the producer to name the most guilty agencies. Mr. Susskind described the question as seduction to suicide, considering his position as a producer of network shows. Pressed, however, he said he thought the agency that stood out as the undisputed champion of claptrap was the Ted Bates organization in so far as its handling of tv material was concerned.

■ Mr. Weir, in summing up, said: "We have been asked to defend the advertising profession, one whose practice over the years has not been spotless. I wonder how ready we are at the present to rate good and bad effects of advertising. What I like about our system is that it is designed for improvement. If Prof. Dorner thinks outlays for advertising are excessive, what about expenditures for government?" #

Willmark Sues to Bar Use of Findings in Sealy Advertising

NEW YORK, Feb. 9—Willmark Research Corp. has filed a complaint against Sealy Inc. to enjoin the mattress maker from using the Willmark name in any advertising, or from making improper use of the services Willmark performed for Sealy.

The complaint, filed in New York supreme court, alleges that Willmark agreed to conduct a survey for Sealy on various types of mattresses. The survey was to be purely statistical to determine whether certain specific features were incorporated into competitive mattresses. No Sealy mattresses were to be shopped.

■ Actually, the complaint alleges, Sealy "distorted, exaggerated and misrepresented" the services performed by Willmark by advertising that Willmark checked Sealy mattresses and found Sealy to be the best value at $39.95.

Willmark said it made no value comparisons whatever and seeks an injunction against Sealy advertising in that manner.

Sealy Inc. released the following statement on the suit to ADVERTISING AGE: "The action of Willmark is unwarranted. We have followed our usual policies and practices and Sealy obtained prior approval and has complied with the request of Willmark."

The Sealy campaign broke Jan. 13 with a gatefold spread in *Life*, plus radio and television spots. Last December the account moved from J. Walter Thompson Co. to Earle Ludgin & Co. #

DROP IN—*Zenith Radio Corp., Chicago, will introduce its new Converta transistor radio with this b&w page in Life Feb. 24 and in Esquire in March. Foote, Cone & Belding, Chicago, is the agency.*

Bartell May Buy Macfadden

NEW YORK, Feb. 10—Within 10 days, a group of investors headed by Gerald Bartell, president of Bartell Broadcasting Corp., may be completely in control of Macfadden Publications.

Unless last-minute complications cause cancelation of the present tentative arrangement for the sale of a controlling interest in the 63-year-old magazine and book publishing company, the Bartell group will shell out about $1,500,000 in cash for 125,000 of the 400,000 Macfadden shares. The acquisition would represent about 30% of the publishing company's stock.

Irving S. Mannheimer, Macfadden president, confirmed that the broadcasting chain's offer was the only one being seriously considered at the present but insisted that negotiations were not completed and several other transactions were possible.

■ Mr. Bartell, whose company operates the Bartell Family Radio Group, including WADO, New York; WOKY, Milwaukee; and WAKE, Atlanta, said in Milwaukee this morning that he had nothing substantial to add to Mr. Mannheimer's statements.

In addition to Mr. Bartell, his group includes his brothers, David, Lee and Melvin, who are executives in the broadcasting company, and an undisclosed number of other Wisconsin and California entrepreneurs. Negotiations were begun several weeks ago.

The publisher of a string of magazines, including *True Romance*, *True Story* and *TV-Radio Mirror*, and operator of a book publishing subsidiary, Bartholomew House, Macfadden has suffered a decline in earnings last year. After a relatively prosperous decade, the company ended 1960 with only a slight profit. Revenues, however, were only a little off from the levels of 1959, a near-record year in both sales and profit.

■ Mr. Mannheimer told ADVERTISING AGE that early in 1960 Macfadden had begun looking for new properties but instead found itself the object of attention and offers from others. He did not disclose the other prospective purchasers. #

P&G Moves Jif to Gardner

Procter & Gamble Co. has switched advertising for Jif peanut spread to Gardner Advertising Co., St. Louis, from Leo Burnett Co., Chicago, effective June 1.

Thompson-Ramo Names F&S&R for Bulk of Its Account

CLEVELAND, Feb. 10—Thompson-Ramo-Wooldridge Inc., Cleveland and Los Angeles automotive parts and electronics manufacturer, has named Fuller & Smith & Ross to handle the bulk of its advertising, said to bill about $1,000,000.

With the appointment the corporation has consolidated advertising for itself and its divisions and subsidiaries—handled among 12 agencies previously—with three agencies. The other two agencies are Gaynor & Ducas, Beverly Hills, which will continue to handle Space Technology Laboratories Inc., Los Angeles, and Hixson & Jorgensen, Los Angeles, which continues to be the agency for Pacific Semiconductors Inc.

The switchover from 12 to three agencies will be effected over a 120-day period.

■ In seeking to condense its agency setup, the company says it sought an agency which had "strong capabilities in depth" in both Cleveland and Los Angeles. The company has headquarters in both cities. Besides F&S&R, McCann-Marschalk, Griswold-Eshleman and Meldrum & Fewsmith were contenders for the account.

ADVERTISING AGE learned that the final presentations to the company were made early in December. A big factor in F&S&R's factor apparently was that the agency presented proposals for handling the geographical problems involved. To bid for the business, the agency had to undertake a "big internal coordinating and selling job" of its own, an agency man said.

The agency has also contracted to prepare over-all company-wide marketing and ad plans which will be considered periodically by TRW. Four F&S&R offices will be involved: Cleveland, Los Angeles, Chicago and New York.

■ Corporate headquarters has refused to release the names of the agencies which have been handling the account, on the grounds that the individual divisions and subsidiaries must release this information. However, the agencies handling the principal divisions and subsidiaries are: Gaynor & Ducas (Space Technology Laboratories); Getz & Sandborg (Thompson Ramo-Wooldridge Products Co., maker of process control computers); Griswold-Eshleman (hydraulic products division, Thompson Products light metals division; Thompson Products Michigan division; Thompson Products export division; Thompson Products replacement division; and Toledo steel products division); Hixson & Jorgensen (electronic components group and Pacific Semiconductors Inc.); McCarty Co. (corporate ads for Thompson-Ramo-Wooldridge Inc. and Ramo-Wooldridge division); and Meldrum & Fewsmith (Tapco Group; Valve division; and Kolcast Industries). #

L&M Revives Advertising for Duke with Print, TV

Liggett & Myers Tobacco Co. will revive advertising for Duke filter cigarets with color ads in the *New York Times Magazine* and the Los Angeles *This Sunday*, tv commercials on the Jack Paar Show (WNBC-TV), Feb. 11, and a color page in the Feb. 18 *New Yorker*. The ads kick off a three-month program aimed at three markets: New York, which get's the lion's share; Los Angeles and Chicago.

Duke was introduced in September, 1959, accompanied by a big drive. But early in 1960 L&M dropped its print ads under pressure from the FTC to end its low tar and nicotine claims. McCann-Erickson is the agency for Duke cigarets.

AANR Offers 4 Plans to Help Uniform Discounts

(Continued from Page 2)

cept.

"Whatever the reason," the report concluded, "newspapers must evolve some uniformities, not necessarily in one but at least in not more than a few basic forms."

Mr. Lochridge said today that AANR's proposals for standardization came after a two-year study of existing discount structures within the newspaper industry. Of the plethora of discount deals offered, four basic discount "concepts" emerged, he said. These range from discounts on rigid frequency or continuity schedules, down through discounts for pure bulk or volume. In between fall variations that either modify or de-emphasize the frequency factor in favor of straight bulk, he said.

■ Here are the four basic plans as proposed by AANR:

1. Controlled continuity discounts. This structure is the most rigid of the four plans and is tied to continuity or frequency schedules. It requires a minimum space insertion in maximum continuity or consecutive periods, such as schedules running 10 weeks of 13 weeks, 20 weeks of 26 weeks, etc. This plan closely resembles the Continuity-Impact-Discount plan pioneered by the *Louisville Courier-Journal* and *Times* and later adopted by many large dailies.

2. Weekly frequency discounts. Less rigid than plan No. 1, but still tied to a frequency factor. Discounts would be given on a minimum space unit scheduled in a given number of weeks within a 52-week period. For example, ads running 10 weeks of 52 weeks, 12 weeks of 52 weeks, etc.

3. Open frequency or unit space discounts. Least rigid of plans involving frequency. Requires a minimum space insertion and a "loose frequency performance" within one year or some shorter period. For example, discounts would be given on 10, 20, 30, 40 or 50 insertions within a year, or 6, 12, 24 insertions within six months, etc.

4. Volume or bulk discounts. The simplest of the four proposed models, based on the amount of space scheduled and not tied to a frequency or continuity requirement.

■ As a "supplementary alternate" to any of the four plans, the AANR suggested page discounts ba ed on 12, 24, 36, 48, or 60 pages during the year. "Mechanical costs in handling national advertising pages are lower than fractional pages, therefore discount inducements are naturally desirable," the report noted.

Since cost factors affecting rates vary widely from daily to daily and market to market, no attempt was made by AANR to suggest discount percentages, Mr. Lochridge said. He added that the prime target of AANR's proposed plans were publishers who are currently considering adoption of discounts.

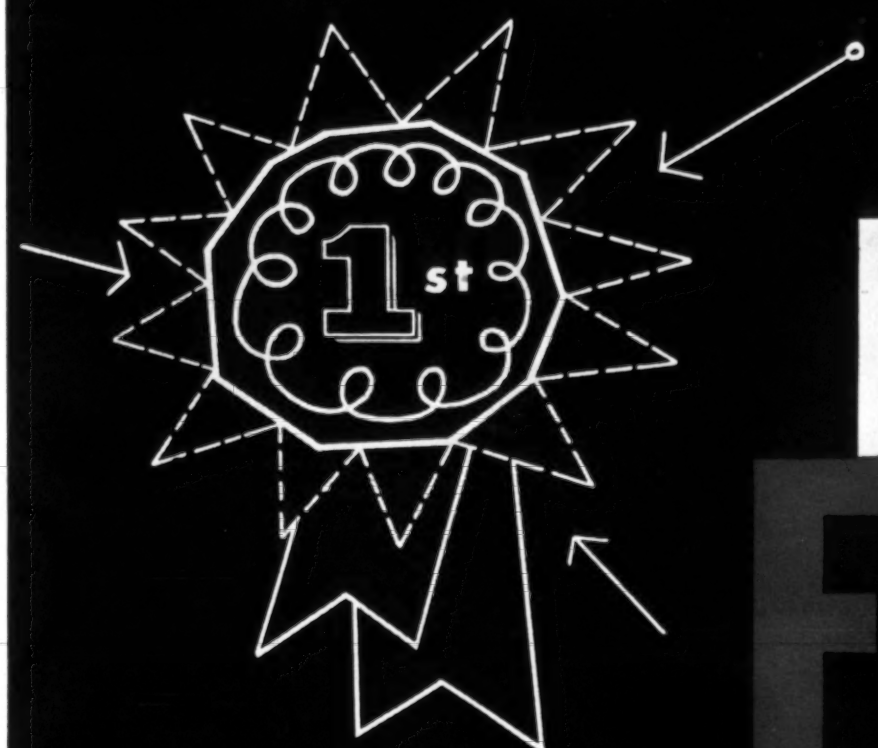
Dailies that already provide discounts on their rate cards, he said, could easily adopt one or more of the AANR structures with only "minor" adjustments.

Additional details may be obtained by contacting the AANR's New York office, 141 E. 44th St. #

Allmayer Adds Kitty Clover

Kitty Clover-Denton, Springfield, Mo., has appointed Allmayer, Fox & Reshkin, Kansas City, to handle advertising for its Kitty Clover potato chips.

THE HOUSTON CHRONICLE



FIRST
FIRST
FIRST

The Chronicle Is First In Total Advertising Published . . . More Than Both Other Houston Newspapers Combined

Total Advertising Linage 1960

CHRONICLE . . . . 42,135,890 Lines

Post . . . . . 32,435,920 Lines Press . . . . . 8,881,874 Lines

And The Chronicle Is First In Total City Circulation --- Daily and Sunday

5,482 More	71,554 More	16,005 More
Total City Circulation Daily Than the Houston Post	Total City Circulation Daily Than the Houston Press	Total City Circulation Sunday Than the Houston Post

Sources: Media Records 1960 and Comparison of Publishers' Statements to the Audit Bureau of Circulations for the six months ending September 30, 1960. Chronicle daily, Monday-Friday.

1st Newspaper in the Nation's 7th Largest City

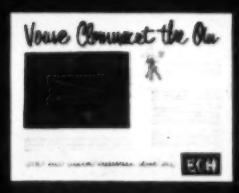
THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper
The Branham Company — National Representatives

The Chronicle is a Must Buy because:

Member The TEXAS GROUP

In Houston, The Chronicle Reaches More People



In Houston, The Chronicle Carries More Advertising

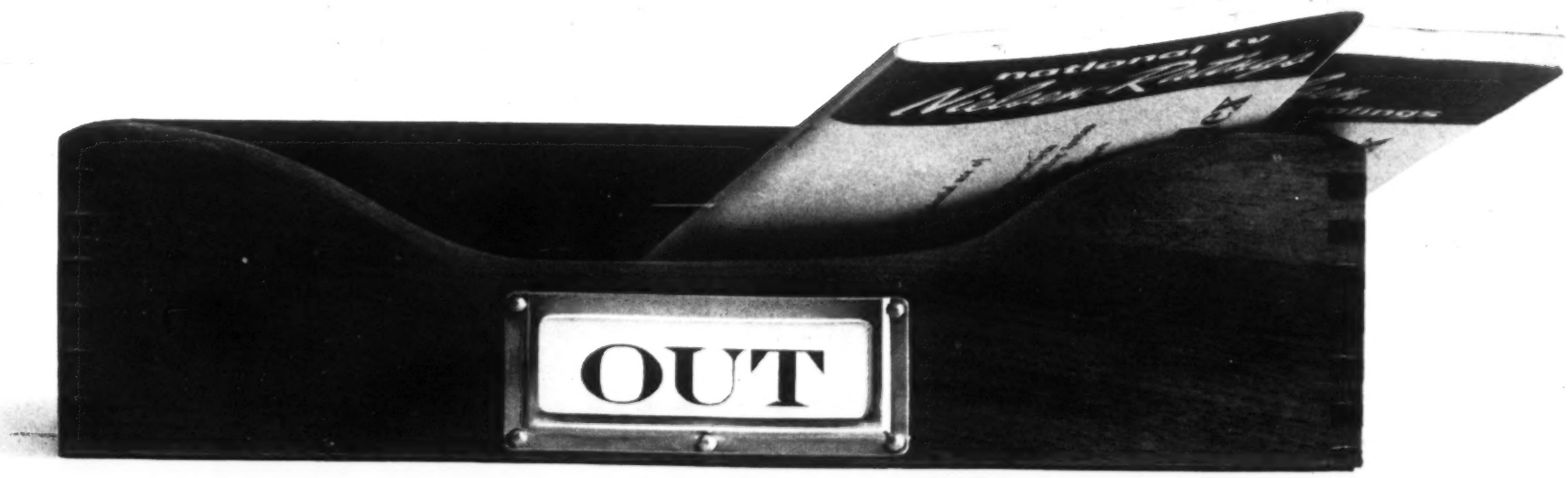
In Houston, The Chronicle Sells More Merchandise

IN

IN

television there's only
one place to be—
if you really want to be IN.
For the last 133 national
Nielsen reports
one network has been first
in evening audiences*
131 times
—and OUT only twice.
(Each of the other
networks has been IN once
and OUT 132 times!)
Obviously any advertiser
who is not on the
CBS Television Network
is way

OUT



*Mon-Sun 6 to 11 pm

The Editorial Viewpoint . . .

Now It's Winsome Washington

We have been telling you, dear and faithful readers, that despite all the alarums which have been sounded, there is little likelihood that much of anything would be happening in Washington to depress the spirits of advertising men.

We have been suggesting, when others were screaming with terror, that all was not lost; that advertising was not likely to be declared a crime, or even taxed out of existence; and that, indeed, our business might be allowed to continue and might even be appreciated.

We have been telling you these things, dear reader, and in many quarters we have been accused of ostrich-like inability to see the clear-and-present dangers on the horizon.

But we must confess that even we, filled with hope and optimism and good spirits as we were, scarcely expected to witness the love-feast which took place in Washington a week or so ago when the Advertising Federation of America held its third midwinter conference.

President Kennedy set the pace by sending a letter wishing the AFA luck in its objective of creating a better understanding of advertising "as a dynamic force in the nation's economy"—and later gave his blessing to a "Visit America" ad campaign. James M. Landis, special assistant to the White House on the regulatory agencies, not only did not say anything unkind about advertising, but indicated his sympathetic understanding of the fact that lowered levels of economic activity might be reflected in lowered advertising budgets. Arthur Schlesinger Jr., newly appointed special assistant to the President, and the man generally considered the most bloodthirsty of the advertising head-hunters, let it be known that he thinks advertising has an absolutely indispensable role in our economy; that he is sorry he ever said anything about the possibility of an advertising tax; and that he is pretty determined never to discuss advertising publicly again.

All, indeed, was sweetness and light at the session, which wound up with more than a hundred affable representatives and senators (all of whom presumably love advertising dearly) attending a cocktail party given in their honor by the assembled advertising men and women.

Under these inspiring circumstances, it can only be our inherent perverseness which makes us disbelieve the evidence of our eyes and ears and causes a tiny alarm bell to sound. "Life could be beautiful for advertising men in Washington," we find ourselves saying, "but we'd better take a more penetrating look at the landscape before we convince ourselves that there are no gentlemen hidden in the local woodpiles."

So we're keeping our fingers crossed for a while. And in particular, we'd like to see what direction Paul Rand Dixon, newly named chairman of the Federal Trade Commission, intends to travel. In recent years the commission has seemed tough but fair and reasonable; we would not like to see it change sharply.

Words Worth Pondering

The greatest change in American marketing this year will take place as a result of a court decision in Philadelphia last week, when Chief Judge J. Cullen Ganey of U. S. district court handed out jail sentences and fines in the electrical anti-trust case involving price-fixing activities by major electrical manufacturers.

Some of Judge Ganey's pre-sentencing statements are worth serious pondering. We recommend the following extracts:

"This is a shocking indictment of a vast section of our economy, for what is really at stake here is the survival of the kind of economy under which America has grown to greatness, the free enterprise system.

"The conduct of the corporate and individual defendants alike . . . has flagrantly mocked the image of that economic system of free enterprise which we profess to the country, and destroyed the model which we offer today as a free world alternative to state control and eventual dictatorship . . .

". . . the real blame is to be laid at the doorstep of the corporate defendants and those who guide and direct their policy . . . one would be most naive indeed to believe that these violations of the law, so long persisted in, affecting so large a segment of the industry and finally, involving so many millions of dollars, were facts unknown to those responsible for the conduct of the corporation . . .

"I am convinced that in the great number of these defendant cases, they were torn between conscience and an approved corporate policy, with the rewarding objectives of promotion, comfortable security and large salaries—in short, the organization or the company man, the conformist, who goes along with his superiors and finds balm for his conscience in additional comforts and the security of his place in the corporate setup . . . "

The words, as we said, are worth pondering. They are worth pondering not only because of their importance as a commentary on our society, but because of the direct and important effect they are going to have—along with the jail sentences and fines which accompanied them—upon the marketing operations of an untold number of companies. There will be considerably less price-fixing and market dividing, as a result of this decision—and perhaps much more hard selling and advertising.

Gladys the beautiful receptionist

—Pat Hoffar, Dearborn, Mich.

"I hear that TWA is up in the air about our 'Buy American' campaign."

What They're Saying . . .

Texas Tourism

A unique program—one designed to make money for the state, rather than spend it—has been submitted to the Texas legislature. It is a budget request from the Texas Development Board asking $300,000 a year for the next biennium for tourist advertising, to be handled by the state's officially designated tourist agency, the Texas Highway Dept.

Action is needed to protect and expand the Texas tourist market, for it is a significant source of income: Tourists now pay $17,000,000 in direct state taxes annually. At a time when Texas is facing aggravating tax problems, it makes good sense to take advantage of a source of tax revenue with almost unlimited potential.

While the national tourist market is in the midst of an unprecedented boom, the Texas market is in a spiraling decline due to hot competition from other states. Texas is 20 years behind the times in advertising its bountiful attractions.

When Texas enters this field, the experience of other states indicates it will reap a handsome profit. Our neighbor New Mexico gets $34 in state taxes for each dollar spent in tourist advertising; Arkansas gets $40 in taxes for each advertising dollar. Some other states report even larger dividends. Tourist advertising doesn't cost—it pays.

—From an editorial in the Houston West Side Reporter, a suburban weekly.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Andrew Jackson's "decided preference for Old Crow is reported in a 19th century newspaper," the ad says.

Probably the same one that tried to find out what brand Gen. Grant was using in the Civil War.

•

Real estate developers talk enthusiastically about the "championship golf courses" included in their plans, perhaps without realizing that in golf there are a lot more duffers than champions.

•

Says Santa Fe of Super Chief's 10-minute stop-over at Albuquerque: "Here friendly full-blooded Pueblo Indians greet you on the platform. Some of them will probably be wearing the same type costumes they have for centuries."

Unless they've been working in those tv westerns.

•

"It gratifies your sense of beauty," says Benson & Hedges of its favorite package, "and marks you as discriminating to those around you."

And when you're smoking a cigaret, what's so important as to be considered discriminating?

•

There's such a thing as being a shade too literal. Anyway, the Australian National Travel Assn. is promoting "down under" in the U. S. by running some of its ads upside down.

•

"In perfect health all their lives," says Puss 'n Boots of its appreciative consumers, but without indicating exactly how many cats' lives are all.

•

"Thieves I Have Known" was the title of a magazine article which reported on shoplifting, and the title would have been equally appropriate for a politician's remarks about skulduggery at the polls or an umpire's comments on Luis Aparicio's kicking up the dust around second base.

•

The way the advertising campaigns are shaping up, looks as if it is just as easy to sell vitamins by mail as to promote book clubs or phonograph records the same way.

•

The ads talk about "your fine Pontiac dealer," and you have your choice of deciding whether the reference is to the dealer himself, or to the fine car he happens to be selling.

•

"New P&O-Orient Lines make the Pacific the world's most comfortable ocean!"

Not like that other one where pirates take over liners and their cruising passengers.

COPY CUB.

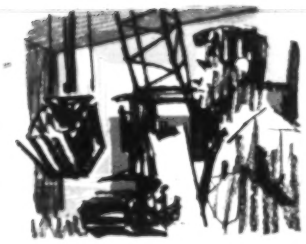
New, exciting, dramatic – a powerful medium for advertisers – The Washington Post's local rotogravure Sunday Picture Magazine, which made its debut in Washington, D.C. on February 5, reaches two-thirds of the two million population Washington market and nearly 50% more families than Washington's other Sunday newspaper.

Member Metropolitan Sunday Newspapers, Inc.

National Representatives: Sawyer, Ferguson, Walker Company

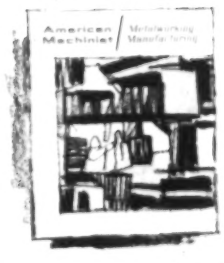
New York Chicago Detroit Philadelphia Atlanta San Francisco Los Angeles

EVALUATE MAR
PENETRATION
WHERE IT COUN
AND



YOU'LL

DECIDE THIS



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MOST POWERF
SELLING TOOL

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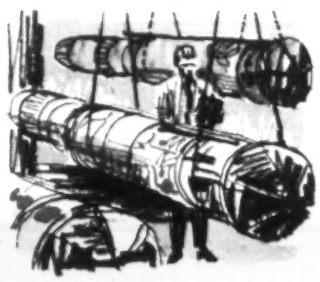


IS G'S UL

In metalworking—men who matter read...

American Machinist / ***Metalworking Manufacturing***

A McGraw-Hill Publication, 330 West 42nd Street, New York 36, N.Y.

ABP ABC

There are 21 basic manufacturing industries in the U.S. Government's Standard Industrial Classifications. Eight of them make up metalworking—the manufacturing of products from metal—and American Machinist/Metalworking Manufacturing concentrates its circulation (all ABC paid, incidentally) in these eight. An executive responsible for mining, ore-producing, or refining operations—or in any industry not involving metal*working*—is almost automatically excluded as a potential reader by his lack of vital interest in the subjects covered editorially by AM/MM.

AM/MM's circulation is centered in key metalworking plants in key metalworking states and is growing steadily in all eight divisions of metalworking.

Because AM/MM is read by men—manufacturing managers, manufacturing engineers and plant managers—whose sole business is making things of metal (and making them more efficiently, less expensively, more profitably), we think you'll agree it is metalworking's most powerful selling tool.

For up-to-date facts and figures on metalworking, ask your AM/MM *district manager for a copy of the 1960 Market Guide for Sales Executives.*

PERSONAL SERVICE

W. Daniel Wefler of The Farley Company independent media representative team has a firm knowledge of what makes media. Dan has had experience in all facets of publishing: from editorial to sales and public relations. His thorough understanding of the markets offered by the media which our company represents is an important personal service to both agency and client. He typifies The Farley Company personnel.

Markets Served

Air Conditioning • Electrical Contracting • Electric Utilities • Electronics • Industrial Maintenance • Industrial Distribution • Mechanical Contracting • Policy Level Management • Savings & Loan

THE FARLEY COMPANY

Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074

Syracuse U. Offers $1,000 Grant

Syracuse University's school of journalism is offering a $1,000 grant for 1961-'62 to a master's degree candidate who plans to enter the business publication field. Deadline is March 1 for applications, which may be obtained from Dean Wesley C. Clark, Syracuse University, Syracuse, N.Y. The grant is from an accumulation of annual sums given to the school by Associated Business Publications.

Ideal Toy Names Two

Ideal Toy Corp., New York, has appointed Morton Schneider to the new post of director of television promotion. He was formerly sales promotion manager. George Morgenstern, formerly a sales representative, has been appointed eastern sales manager.

Elkman Moves Offices

Elkman Advertising Co., Philadelphia, has moved to new offices at 2 Penn Center Plaza.

Klaeger Miesegaes Ware Davis

STUDIO PARTY—*At a recent Transfilm-Caravel studio party, William Miesegaes and Robert H. Klaeger, president and vp, respectively, of the New York tv film producers, greeted Du Pont admen Gordon W. Ware and Lawrence M. Davis.*

Nielsen Network TV

Two Weeks Ending Jan. 8, 1961

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Rose Bowl Football Game (Quaker Oats, ABC)	22,700
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	18,760
3	Sugar Bowl Football Game (Several sponsors, NBC)	18,760
4	Tournament of Roses Parade (Minute Maid, NBC)	18,432
5	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	17,494
6	Orange Bowl (Several sponsors, CBS)	17,400
7	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	16,696
8	World Championship Pro-Football (Philip Morris, NBC)	15,852
9	77 Sunset Strip (Several sponsors, ABC)	15,524
10	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	15,477

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Rose Bowl Football Game (Quaker Oats, ABC)	48.4
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	40.0
3	Sugar Bowl Football Game (Several sponsors, NBC)	40.0
4	Tournament of Roses Parade (Minute Maid, NBC)	39 3
5	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	37 3
6	Orange Bowl (Several sponsors, CBS)	37.1
7	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	35.6
8	World Championship Pro-Football (Philip Morris, NBC)	33.8
9	77 Sunset Strip (Several sponsors, ABC)	33.1
10	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	33.0

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	16,462
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	15,758
3	Rose Bowl Football Game (Quaker Oats, ABC)	15,243
4	The Real McCoys (Procter & Gamble, ABC)	14,070
5	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	13,929
6	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	13 367
7	Candid Camera (Lever Bros., Bristol-Myers, CBS)	13,179
8	My Three Sons (Chevrolet, ABC)	12 804
9	77 Sunset Strip (Several sponsors, ABC)	12,757
10	Dennis the Menace (Kellogg, Best Foods, CBS)	12,710

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	35.1
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	33.6
3	Rose Bowl Football Game (Quaker Oats, ABC)	32.5
4	The Real McCoys (Procter & Gamble, ABC)	30.0
5	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	29.7
6	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	28.5
7	Candid Camera (Lever Bros., Bristol-Myers, CBS)	28.1
8	My Three Sons (Chevrolet, ABC)	27.3
9	77 Sunset Strip (Several sponsors, ABC)	27.2
10	Dennis the Menace (Kellogg, Best Foods, CBS)	27.1

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities.

Night people
listen to new
"Clockwatchers" show
on
WSB radio,
Atlanta

WSB "Clockwatchers" at work . . . Bill Foster, Brent Hill and Ben Fairbanks.

Out of the night comes a new sound for night people "Clockwatchers" on WSB Radio from midnight to 5 a. m. Some of these night folks are traveling, some working in factories, some keeping vigil over cities. But wherever they are, whatever they're doing . . . radio is a constant companion. And a handsome share of this massive audience is within range of WSB. For Atlanta's 50,000 watt clear channel station has a night coverage pattern embracing 25,000,000 homes . . . 27 states.

"Clockwatchers" listeners hear lots of music, news of the latest happenings throughout the night, famous sports figures and important events, outstanding information and entertainment features. They hear this—all through the night. You can sell this vast responsive audience of night people on WSB Radio's "Clockwatchers." Call Petry for details.

ATLANTA'S
wsb-radio

Represented by Edward Petry & Co. Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

C-M Signs Office Space Lease

Campbell-Mithun, Minneapolis, has signed a long-term lease for two floors of office space in the soon-to-be-built 17-story Cargill Bldg. in downtown Minneapolis. The agency will also be part owner of the over-all project. The $25,000,000 project, named Northstar Center, will include a 1,000-car parking ramp, 150-room motel, another 13-story office building and a downtown airline terminal, along with second-floor passageways and tunnels connecting the Center to three other blocks in the center of the city.

GE Unit Names Emery

General Electric Co.'s insulator department, Baltimore, has named Emery Advertising, Baltimore, its agency. Emery handled the account in 1956 and 1957, after which the department suspended ad activities.

Out of Chemistry,
Electronics, and
Advanced Technology...

ALA men learn from master craftsmen

A Good Craftsman is Good Economy—an ALA principle

NATION-WIDE PRAISE FOR ALA POLICIES

National acclaim for ALA's contributions to the advance of the Lithographic Industry is without parallel in labor history. Here are a few representative comments from leaders in business, labor, and public affairs—

"A union that not only accepts labor-saving devices but actually pours funds into promoting their use. This magnificent dream is actually coming true in the Lithography Industry..." —THE WALL STREET JOURNAL

"The ALA is a magnificent lesson in Democracy."
—UNDERSECRETARY OF LABOR, JAMES T. O'CONNELL

"...Here I find a Union that...is actually investing money to help promote and to discover new methods of automation. This is truly unique and most distinctive, and I feel that this...is in line with American progress...recognizing that in automation we create more jobs, and we create new jobs."
—MARK HATFIELD, GOVERNOR OF OREGON

"The recently negotiated contract between Local 1 of the ALA and the Metropolitan Lithographers Association is exceptional...It is the fruit of a relationship between the union and the employers of unusual confidence and respect—also evidenced by the fact that their contracts have been negotiated for forty years without a single strike." —THE NEW YORK TIMES

"New York State is proud of the ALA's excellent record in the field of management-labor relations. They should also be proud of their enlightened attitude towards technological advancement in their craft, and the rapidity with which they have acquired new skills. The consequence is to be seen everywhere in the beauty of modern American Lithography."
—NELSON A. ROCKEFELLER, GOVERNOR OF NEW YORK

UNION DEMOCRACY IN ACTION

Founded in 1882, the Amalgamated Lithographers of America adheres to the principle of service to its membership and the Lithographic Industry at large.

All officers must be skilled craftsmen themselves. They are elected by sealed ballot referendum of the local rank and file membership.

Local No. 1, founded in 1882, carries forward this tradition of union democracy in the metropolitan area of New York. Here more than 8,000 ALA members serve the varied and exacting needs of the world's greatest concentration of publishing, communications, and graphic arts enterprises.

Mural in the ALA International Offices in New York

AN ENRICHED TRADITION OF CRAFTSMANSHIP — *A force for lithographic industry progress*

A technical revolution in the graphic arts is in full swing across the nation—

- superb full-color offset lithographic inserts for your daily newspaper
- unparalleled sureness and accuracy in reproducing every type of copy
- preparation and press time dramatically reduced
- lower costs and greater appeal for periodicals, advertising, educational aids, and the myriad forms of graphic art essential to our commerce, industry and culture.

Unequalled in history, these advances are in the making through the creative power of modern science applied to offset lithography.

EIGHT DECADES OF PROGRESS

Working in the forefront of this movement are the approximately 40,000 skilled men and women of the Amalgamated Lithographers of America. For seventy-eight years, ALA members have provided the skills and knowledge to achieve constantly higher quality while steadily lowering costs—thereby making Lithography the most rapidly growing method of reproduction in the Graphic Arts.

A HEARTY WELCOME FOR NEW METHODS

Today, in more than 3,000 ALA shops throughout North America and Hawaii, the ALA is continuing and enlarging its long-standing program of in-plant training and technical education—a program reflecting the principle that *A Good Craftsman is Good Economy.*

With the advent of automatic control for high-speed precision and flexibility of production, ALA members are continually broadening their command of advanced techniques and equipment, such as—

- electronic devices for accurate register, masking and measurement of tone and color
- multicolor web-fed lithographic presses that lithograph and perfect fine quality finished sheets at unprecedented speeds
- new dampening and inking systems
- multimetal plates, pre-sensitizing, and brush surfacing for improved speed, greater and more economical press runs.

CRAFTSMANSHIP—A WAY OF LIFE

The technological wealth of modern lithography arises from full use of the resources of science. And from one thing more: the tradition of disciplined skill handed down by four generations of ALA craftsmen.

In furtherance of this tradition, ALA Local No. 1 and its officers foster improvement in every aspect of their art—through research... organized training in the plant and in special centers ...technical forums...and prompt dissemination of information on the latest materials and equipment.

Above all—as newcomers speedily learn—there's a special stimulation to accomplishment in daily contacts with fellow ALA members... in training under those who are masters of their craft... whose devotion to fine workmanship is infectious... whose committment to craftsmanlike ideals is bred by long-standing association with similarly skilled and responsible men.

AMALGAMATED LITHOGRAPHERS OF AMERICA

Local 1 • 113 University Place, New York 3, N. Y.

Radio Buying on Qualitative Basis Grows: Skinner

NEW YORK, Feb. 7—During this decade, many advertisers will make multiple-station radio buys to cover a market, rather than placing all their commercials on the station with the top ratings in that market, George D. Skinner, director of radio programming services of the Katz Agency, station representative, said last week.

Speaking before the Radio-TV Executives Society, Mr. Skinner said this buying trend will become discernible as more qualitative research, with audience breakdowns by income, education, occupation, ethnic origin and other factors, becomes available. "Advertisers undoubtedly will learn they can do a more effective coverage job by pinpointing their campaigns on a variety of stations that reach their specific targets," he added.

Mr. Skinner predicted that radio stations will give more consideration to the atmosphere in which a commercial is presented. This may cause stations to turn to syndicated services for short features to pre-condition the audience for the commercial.

■ The station of the '60s will make greater efforts to "sell merchandise to its audience instead of selling time to advertisers," Mr. Skinner said. "The station not only will become a reflection of the community image—it also will help formulate that image," in part, through more news commentary, he said.

Mr. Skinner also offered the following predictions:

- "Because some owners of broadcast properties have given the appearance of trafficking in licenses, look for pressure for legislation to control station sales."
- "A crackdown on bartering, either by the stations themselves, or by legislation."
- "New emphasis on non-traffic daytime and nighttime radio programming to make this area more saleable. Especially if new qualitative research becomes available, this time will represent a rich potential to advertisers who are concerned with reaching a selective audience. The same is true of weekend programming."
- "Increased activity on the part of station representatives to cooperate with their stations in providing better programming."
- "Revitalization of radio departments in advertising agencies, which have been so preoccupied with television that radio has been either overlooked or delegated to a minor role." ≠

Lando Adds Plasteel Maker

Plasteel Products Corp., Washington, Pa., has named Lando Advertising Agency, Pittsburgh, to direct its advertising, marketing and pr. The company manufactures building products. Lando has appointed James A. Ketchum, formerly regional sales manager of WICU-TV, Erie, an account manager in its Erie office.

OBM Elects Biklen a VP

Paul Biklen, who joined Ogilvy, Benson & Mather, New York, as an account supervisor in April, has been elected a vp of the agency.

it takes a sharp pencil to write 'Business in 61!

Budgets cut? Management seeking more sales per ad dollar? Then it's wise to place them where they'll do the most good—in HOUSE BEAUTIFUL. That's where you buy prospects, not suspects. Number: 925,000* Average income: $15,415 Cost per thousand: $6.11.** Interest in the home? Sky high. Leading advertisers know this. That's why, in 1960, House Beautiful *again* leads the entire national home field where it counts—in ad pages. Here's the record:

HOUSE BEAUTIFUL AD PAGE LEADERSHIP†

Leads HOUSE & GARDEN	for the 18th consecutive year in 1960 by 264 pages
Leads BETTER HOMES & GARDENS	for the 3rd consecutive year in 1960 by 312 pages
Leads LIVING	for the 10th consecutive year in 1960 by 467 pages
Leads AMERICAN HOME	for the 19th consecutive year in 1960 by 787 pages

*PUBLISHER'S PROJECTION OF AVERAGE MONTHLY CIRCULATION FIRST 6 MOS. 1961
**BASED ON 925,000 CIRCULATION
†SOURCE: P I B

House Beautiful
572 MADISON AVENUE NEW YORK
ONE OF 13 HEARST SELECTIVE MARKET MAGAZINES

Elks Magazine readers again lead more Starch Report classifications than the readers of any other men's magazine regularly surveyed.

Elks lead in income and occupational status . . . travel, apparel and home ownership. This leadership means a top opportunity to sell products for business, home and personal use.

To reach Elks, advertise in their own magazine—it's the best way to sell the #1* men's market.

*1959 Starch Report . . . ask your local ELKS Representative to show you a copy.

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

Getting Personal

Ernest Chambers, copywriter on Dual Filter Tareyton cigarets at Lawrence C. Gumbinner Advertising, New York, is making quite a name for himself in the night club and theatrical world. He is the author of two of the sketches for "Show Girl," the Broadway show starring Carol Channing—and he also wrote two sketches for the current show at Julius Monk's Upstairs at the Downstairs . . .

Rated among the top 250 books of 1960 by the *New York Times* was "Benedictine and Moor," written by BBDO broadcast copywriter **Peter Beach** and Fordham faculty member William Dunphy. The book was selected from more than 11,000 . . .

Business Week honored two retiring New York district managers and their wives at a tea at the St. Regis Hotel recently. The guests of honor were **Harold E. Choate**, who has represented *Business Week* in New York since 1937 and is retiring Feb. 28, and **John H. Stevenson** who had been with the company more than 25 years when he retired Jan. 1 . . .

George V. Christie, retired vp of public relations of the First National Bank of Arizona, has been named the "Man of the Year" by the Phoenix Advertising Club . . .

Van Dusen Karp

FIRST PRIZE—*Ross Van Dusen of J. Walter Thompson Co. is congratulated by John J. Karp, president of Techni-Craft Printing Corp., after winning $150 first prize in fifth annual graphic arts competition for fine arts, sponsored by Techni-Craft. Mr. Van Dusen's winning oil painting, "Windmill," is in background.*

Noah Jacobs, New York sales supervisor at National Telefilm Associates, has a first son, third child, named John Abbott . . .

For the 13th consecutive year, **Albert Hailparn**, head of Einson-Freeman Co., is heading the graphic arts division of the Legal Aid Society's annual drive for funds . . . **James T. Aubrey Jr.**, president of CBS-TV, and **Joe Floyd**, president of KELO, Sioux Falls, will serve as co-chairmen of the American Heart Assn.'s heart committee of the broadcasting industry . . .

Three more teaching admen: **J. M. Russakoff**, head of Vanguard Advertising, is conducting an advertising workshop at the Queens College school of general studies, beginning Feb. 7 . . . **Eldon Campbell**, vp and general manager of WFBM-TV, Indianapolis, is conducting a course in station management at Butler University . . . **Irving K. Marks** of Frank Best & Co., New York, is conducting a course, "The Smaller Advertiser," at New York University's Washington Square Writing Center, starting Feb. 20 . . .

Engaged: **Barbara Dodd Finlay**, home editor of *Seventeen*, and John M. Donahue. She is the daughter of **John J. Finlay**, retired president of Aubrey, Finlay, Marley and Hodgson, Chicago agency . . . Another recent engagement announcement is that of **Martin Herstein**, advertising promotion man for *Playboy*, Chicago, and Irene Silverman . . .

Redmond P. Hogan, advertising and sales promotion manager of salad products for Kraft Foods, Chicago, marked his 15th anniversary with the company on Jan. 16 . . .

Bernard Fixler, president of Creative Mailing Service, New York, has received a silver medal award from the Long Island Advertising Club for his "career achievement in the field of advertising" . . .

Leddy Suzanne Buerklin and **Ward Loomis Reed Jr.** of Benton & Bowles, were married Jan. 28 . . . An April wedding is planned for **Winifred Dickey**, in the research department of the MPA's Magazine Advertising Bureau . . . Another engagement: **Robin Ward**, copywriter and designer in the college ad department of Prentice-Hall, and Irwin W. Lynch, book production editor at Prentice-Hall . . . And over at *Parade's* newspaper service department, **Victor F. Trebay**, southeastern divisional manager, is passing out the cigars. It's a boy, Glenn Matthew . . .

Edward A. Cashin, exec vp of BBDO, has been reappointed chairman of the advertising division of New York's April Cancer Crusade . . .

Basil G. Dandison, senior vp of McGraw-Hill Book Co., is off on a round-the-world trip . . .

Cal Geigerich and **Anthony Chevins** of Cunningham & Walsh made an unscheduled landing at Teterboro airport on their way to Washington for the AFA meeting. Cal, piloting the plane, heard a tremendous banging on the fuselage, called Teterboro and scooted down—only to find that Chevins' seat belt, caught in the door, was banging like fury . . . **John H. Perry**, head of Perry Newspapers in West Palm Beach, is busy building a small submarine for his hobby of underwater research . . .

YOU MAY NEVER SEE THE HIGHEST VOLCANO*—

BUT... Look At The WKZO Radio Ratings
In Kalamazoo-Battle Creek And Greater Western Michigan!

WKZO Radio reaches more of your prospects in Kalamazoo-Battle Creek and Greater Western Michigan than any other radio station.

Here's why. WKZO-AM walked off with top honors *in all 360 quarter hours surveyed*, 6 a.m.-Midnight, Monday through Friday in the latest Pulse Report (see left).

Talk to Avery-Knodel about WKZO Radio—Leadership radio for one of America's fastest growing markets. Kalamazoo *alone* is expected to outgrow all other U.S. cities in personal income and retail sales between 1959 and 1965. *(Source: Sales Management Survey of Buying Power, July 10, 1960)*

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA — JULY, 1960
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	29	19	9
12 NOON - 6 P.M.	28	17	8
6 P.M. - 12 MIDNIGHT	32	17	8

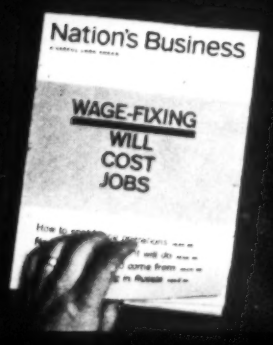
*Mount Antofalla (19,921 feet) in the Andes Range in Argentina is the world's highest active volcano

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO
CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

RESPONSE:

In a report, "Reds Threaten U. S. Youth," in November Nation's Business, the editors wrote: "Businessmen take active part in fight against new communist target: control of young Americans' minds." Noting widespread efforts to combat this threat, the editors spotlight areas where action is needed; suggest effective techniques. Article struck a responsive chord: industrialists, educators, civic leaders wrote, wired for reprints. Detroit Edison asked for 100 copies; Everready Supply Company ordered 5,000. A box manufacturer wired: **"RUSH FIVE HUNDRED REPRINTS . . ."** Nation's Business editors receive an average of more than 400 such requests every week. This is profitable action in business: one reason why 1960 advertising pages in Nation's Business were 10% higher than in 1959.

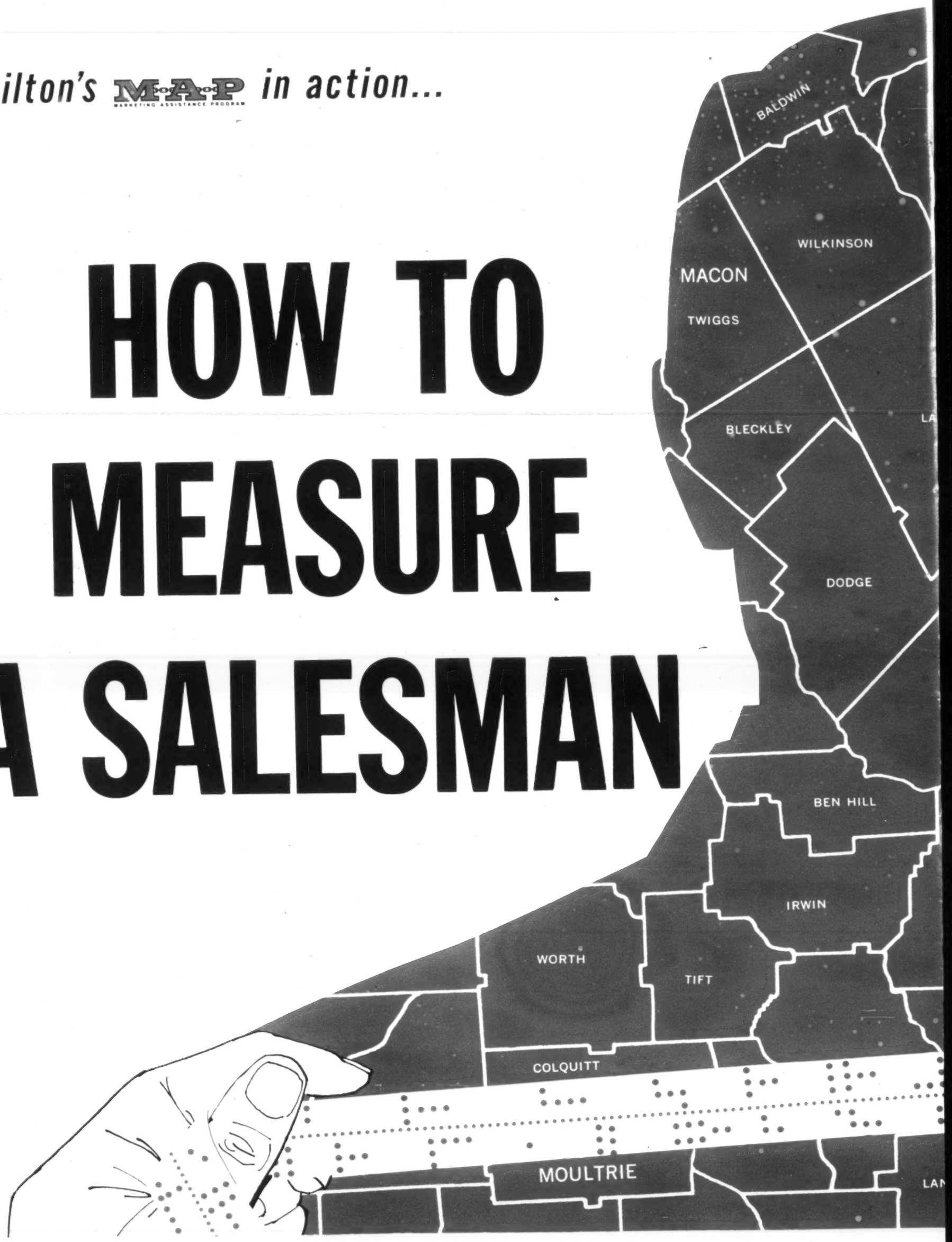


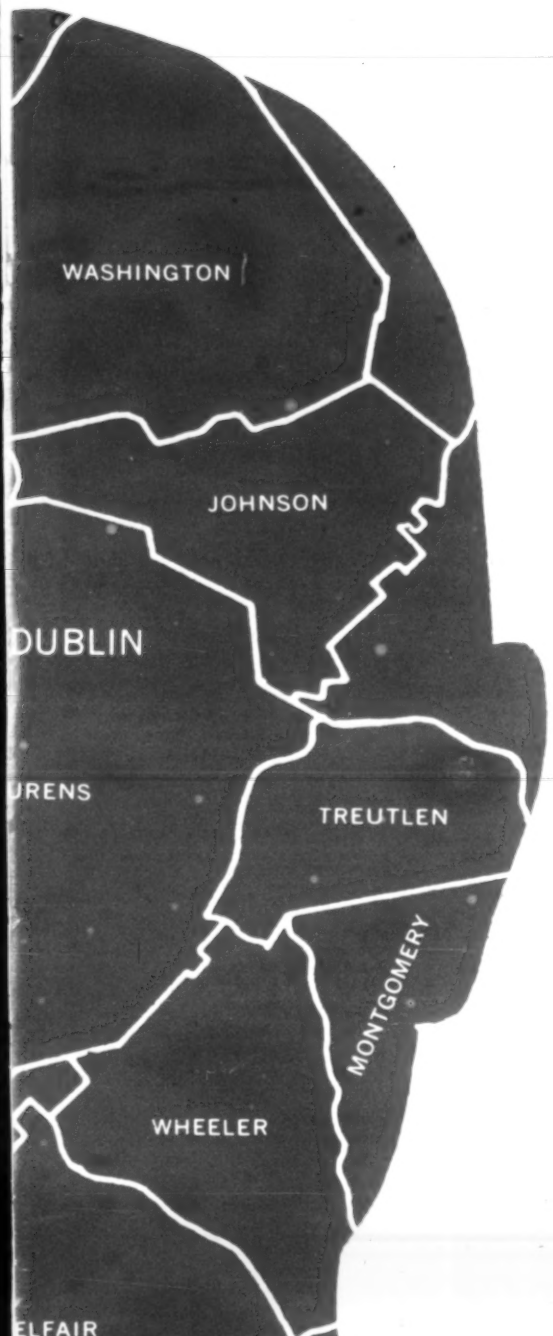
Nation's Business WASHINGTON / ADVERTISING HEADQUARTERS - 711 THIRD AVENUE, NEW YORK 17, N.Y.

Chilton's **MAP** *in action...*

MARKETING ASSISTANCE PROGRAM

HOW TO MEASURE A SALESMAN





Evaluating a salesman's performance against his territory's potential calls for reliable and complete market information.

Raybestos—Bridgeport, Conn., manufacturer of brake linings and other friction materials—did it with an assist from Chilton's Marketing Assistance Program (M-A-P).

Using Motor Age's Automotive Marketing Guide, Raybestos determined the number of auto registrations in every county in the U.S. Each auto represents a brake lining prospect. By multiplying the number of autos per county by Raybestos' national average sale per car, it was easy to measure each salesman's true sales potential.

Census data on automotive wholesale volume by counties, also contained in the Marketing Guide, provided a further check on each salesman's effectiveness. With this knowledge, the company's total marketing program has been greatly improved.

Additional M-A-P information on where automotive service work is done is helping Raybestos distributors key their promotion and selling efforts to the volume retail outlets.

Before you invest *your* money in research, find out what Chilton knows about the 23 trades and industries covered by its 19 publications.

Chilton
COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pa.

NBP

Department Store Economist • The Iron Age • Hardware Age • The Spectator • Motor Age • Automotive Industries • Boot and Shoe Recorder • Commercial Car Journal • Distribution Age • Butane-Propane News • Electronic Industries • Aircraft & Missiles • Hardware World • Optical Journal and Review of Optometry • Jewelers' Circular-Keystone • Food Engineering • Marine Products • Gas Product Design & Development • Business, Technical and Educational Books • Chilton Research Services

PHOTOGRAPHIC POST CARDS

Any Quantity!

Quick Deliveries

Why lose sales when in less than a week's time, you can scoop the market by mail with new models. No special art work needed. Send us your photograph or negative & we'll prepare samples without cost or obligation.

The GROGAN PHOTO CO.

Dept. AA Danville, Illinois

'TV Guide' Names Six

TV Guide, Radnor, Pa., has named Robert Baumler eastern advertising manager, with headquarters in New York, succeeding Kenneth Friede, who has been named Middle Atlantic regional manager. Mr. Baumler has been New York ad manager since 1958. Mr. Friede succeeds Arthur Shulman, who has moved to Radnor as manager of regional offices, a new post. Lawrence M. Finn, a member of *TV Guide's* Detroit advertising staff, has been named Detroit manager. Robert Hoffman, a member of the Chicago ad staff, has been named Chicago manager, and Estelle Marshall has been promoted to midwestern regional promotion manager in Chicago.

Afta Names Chalek & Dreyer

Afta Cleaning Fluid Inc., New York, has appointed Chalek & Dreyer, New York, as its first agency in about a year. The company plans to introduce Afta 10 Second Spray Spot Remover via large-space newspaper ads and spot radio shortly.

Chittenden to Keller-Crescent

Chittenden & Eastman Co., Burlington, Ia., manufacturer of upholstered living room furniture, has appointed Keller-Crescent Co., Evansville, Ind., to handle its advertising.

Family Weekly **effectively sells America's Middle Markets . . .**

Where 15% of the Country's Foodstore Sales are Made!

Not only that, but the grocers in these markets see that nationally advertised brands get the major share of the business. *Food Field Reporter* finds that grocer promotion of nationally advertised foods are BIGGER BY FAR in *Family Weekly* newspapers than in papers of the largest cities. *Family Weekly* adds its support—with the biggest, most colorful food section in the Sunday magazine field. Plus *top readership*—documented by Starch Reports*. *Top readership* where all other national media, including selected network TV "buys", give only fractional coverage at best! *Vital readership*—because *Family Weekly* GETS CLOSE to 5,128,595 family food buyers . . . close as their Hometown Sunday newspapers!

*We'd like to show you copies

Remember your B's and C's

. . . the fast growing Neilsen B & C counties where Family Weekly circulation is largely concentrated, with the total national coverage to do an effective marketing job for you.

THE LARGEST MARKET IN THE WORLD THAT CAN BE COVERED IN SUCH DEPTH BY A SINGLE ADVERTISING MEDIUM

want more FACTS? contact

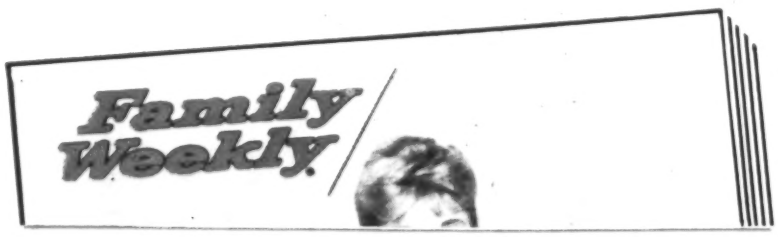
Family Weekly

153 N. Michigan Ave., Chicago 1

405 Park Ave., New York 22

Detroit • Cleveland

Los Angeles • San Francisco



Perfect wool wash for sweaters, blankets, infants wear, socks and all fine fabrics. Leaves garments soft, luxurious and really clean. Lowest price quality wash, only 39¢

SWEATERS LOVE WOOLFOAM

EMBRACEABLE—*Woolfoam Corp., New York, is running a three-month test campaign in two Buffalo, N. Y., newspapers for its WoolFoam cold water wash. Gilbert Advertising, New York, is the agency.*

Garneau Assigns Gancia Wine Line to J. M. Hickerson

LOUISVILLE, Feb. 7—Jos. Garneau Co., import division of Brown-Forman Distillers Corp., will become the exclusive U. S. importer of Asti Gancia sparkling wine, Gancia vermouth, chianti and orvieto wines on May 1. Garneau said the advertising will remain with J. M. Hickerson Co., New York, and will not be moving to the regular Garneau agency, Albert Woodley Co.

Woodley handles the other Garneau imports, including Usher's Green Stripe and Extra scotch whiskies, Clicquot champagnes, and Cruse French wines.

Gancia wines were formerly handled by Lynn Baker Inc., New York, but followed Phillip J. Kelley to Hickerson about a year ago.

Brown-Forman entered the import field about five years ago, when it acquired Garneau. Gancia reports its total wine production in its Italian plant at 100,000 bottles a day. #

Ziv-United Artists Names Three; Reports Sales Rise

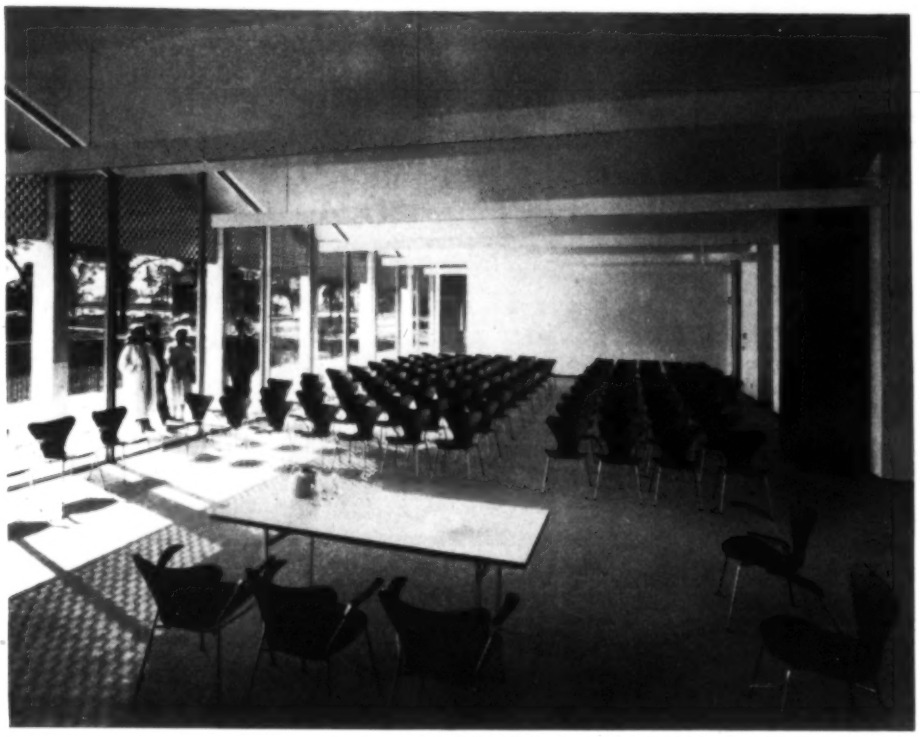
Albert S. Goustin, formerly director of sales of Paramount Television Productions, has rejoined Ziv-United Artists TV Co., New York, tv film producer-distributor, as general manager of its new special plans division. Before joining Paramount, he had been eastern division sales manager of Ziv-UA. The new division will handle special problems involving clients, stations and programs. Ziv-United Artists also has promoted Joseph Kotler, formerly sales manager of the New York office, to vp in charge of New York sales. Richard Hamburger, previously assistant sales manager, succeeds Mr. Kotler.

Ziv-UA has reported sales for the last quarter of 1960 were 32% above the comparable 1959 quarter. Sales for the full year increased 26% from the previous year.

Samuel to Smith/Greenland

Ray Samuel, formerly advertising director of Breakstone Foods, has joined Smith/Greenland, New York, in the account service department. Robert Good, formerly with Batten, Barton, Durstine & Osborn, has joined the agency as traffic manager.

CHEMISTRY LABORATORY, YALE PAUL RUDOLPH—ARCHITECT



AUDITORIUM, WAYNE UNIVERSITY MINORU YAMASAKI—ARCHITECT

BOYLSTON HALL, HARVARD BENJAMIN THOMPSON—THE ARCHITECTS COLLABORATIVE

To which of these classrooms might this statement apply?

TEDDY ROOSEVELT STUDIED HERE

If you didn't know that Teddy Roosevelt went to Harvard, you'd probably have a hard time picking Boylston Hall as the scene of his academic labors.

For Boylston Hall, built in 1857, modernized for the fifth time in 1960, looks just as new as either of the two more youthful halls pictured.

Modernization, renovation or rebuilding—however you label it—has in recent years become a tremendously large segment of the total industrial/commercial/institutional building market, and today accounts for about one out of every three dollars spent in the field.

FORUM, publishes a special rebuilding section in every issue.

And, Forum is the only magazine that covers both segments of the market—building and rebuilding.

As such, it is the only magazine that supplements its coverage of the primary market (new building) with coverage of a market (rebuilding) that accounts for anywhere from 10% to 65% of building product manufacturers total sales.

To be sure you're reaching *both* sides of the building market, be sure you're in . . .

FORUM

Architectural Forum the magazine of building and rebuilding published by Time Inc.

2 **Separate Newspapers**

The El Paso Times Morning and Sunday

El Paso Herald-Post Evening

1

NOW . . . BUY A **KING SIZE MARKET**

EL PASO...THE 5TH BIG MARKET IN TEXAS

RETAIL SALES*

$801,205,000

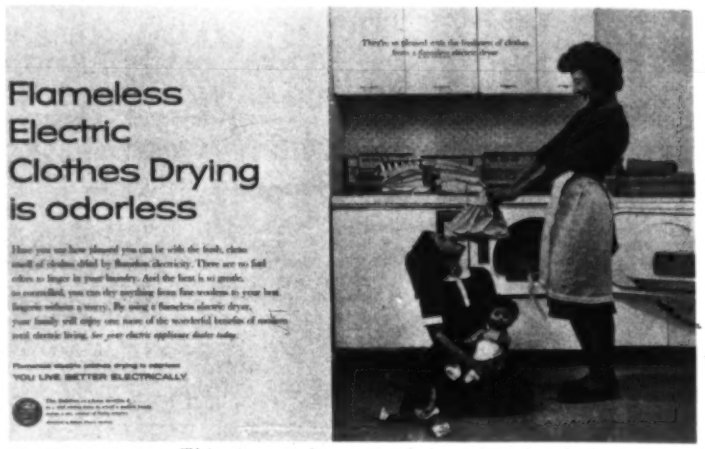
*Sales Management Survey of Buying Power

COVERING 24 COUNTIES OF WEST TEXAS & SOUTHERN NEW MEXICO

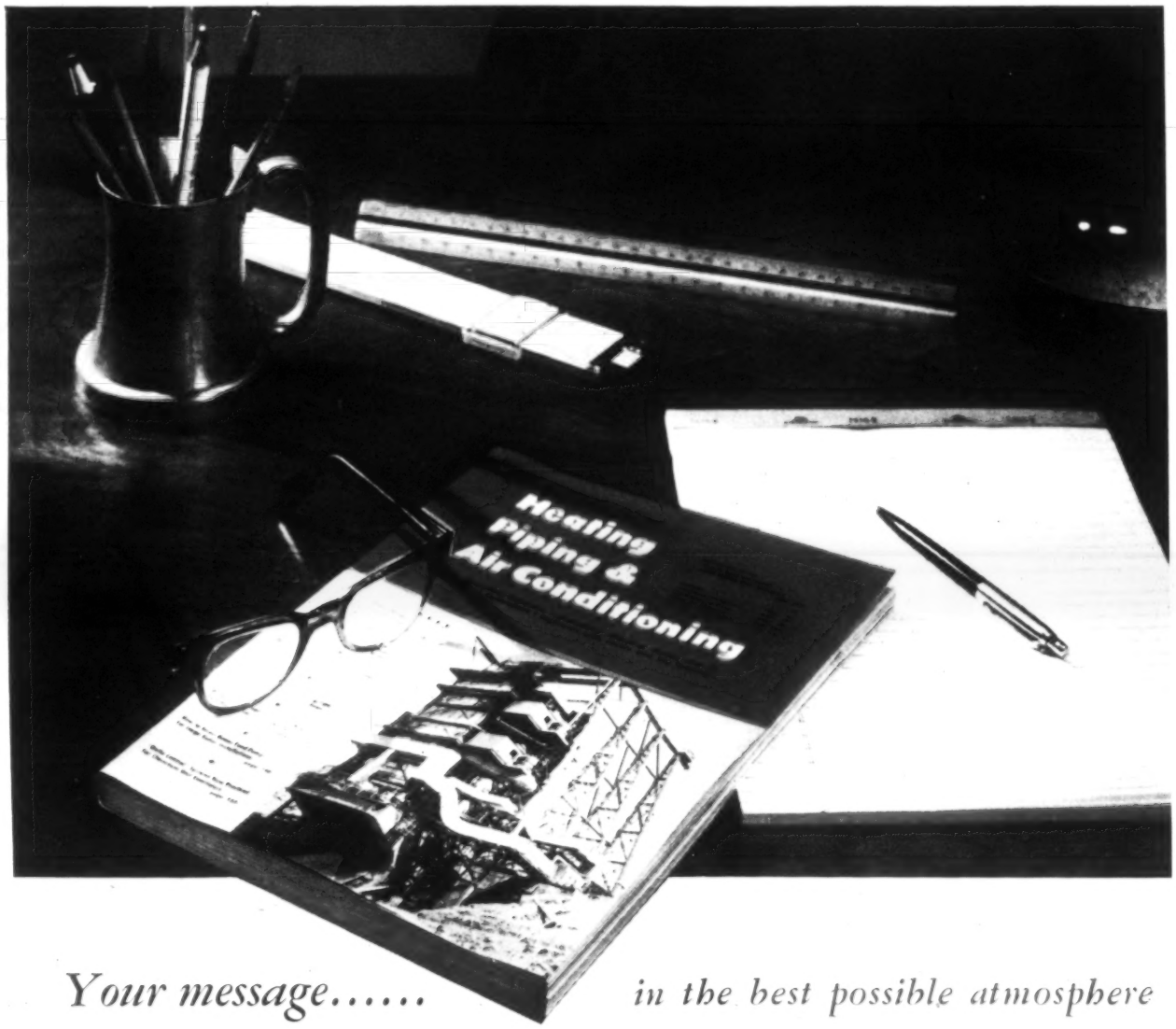
BLANKETING THE **FABULOUS SOUTHWEST**

LOW RATE BUYS BOTH

CIRCULATION **105,739**



FLAMELESS DRYER—*This four-color spread for electric clothes dryers in the Feb. 10 Life launched the 1961 appliance advertising of the Edison Electric Institute's Live Better Electrically program. This spread also will run in Life Oct. 13, The Saturday Evening Post March 11 and the March Better Homes & Gardens. The "flameless" theme, adopted last year, also will be used in four spreads for water heaters and five spreads for ranges, scheduled in magazines March through October (AA, Jan. 1). Compton Advertising is the institute's agency.*



Your message..... *in the best possible atmosphere*

This is the one that sticks just to the services for which it is named and further confines itself solely to the industrial-big building field. No residential, no plumbing, no refrigeration!

This is the one that, because of its specialized, clearly focused editorial, has a unique appeal to ALL of the four purchase-control factors in this market: the consulting engineers, mechanical contractors, engineers with industrial plants, and engineers with large buildings. No gaps, no untouched bases!

This is the one that provides not just distribution for the sake of numbers but gives you provable, fully paid circulation of the decision-makers in your field. Each reader pays for it directly, individually, voluntarily.

And this is the one that, because of these distinguishing features, leads by over 2 to 1 in advertising volume, has more advertisers, and is used on an exclusive basis by more advertisers.

This is HEATING, PIPING & AIR CONDITIONING . . . . a Keeney publication, 6 N. Michigan, Chicago 2.

'Playboy' Reports $1,030,735 Gross Profit for 1960

CHICAGO, Feb. 7—Hard-working *Playboy* made $1,030,735 gross profit before taxes in the fiscal year ending last June 30. The publisher chose not to reveal its net profit.

Hugh M. Hefner, editor, publisher and principal owner, has announced that the magazine "shows a profit from its newsstand sales, its subscriptions and its advertising." He pointed out that *Playboy's* situation is different from that of a "majority of the major magazines today," which, he said, "lose money on circulation and make it up on advertising."

According to Mr. Hefner, *Playboy's* net newsstand sales for the fiscal year were $3,006,268, with an operating profit of $604,772. Subscription sales amounted to $1,097,631, for an operating profit of $169,397. Advertising sales amounted to $1,887,628, for an operating profit of $193,843. '*Playboy* by-products (the tv "Penthouse" show, International Playboy Clubs, jazz festival and Playboy Tours) produced an additional $284,607 in sales, for a $62,723 operating profit.

■ Advertising linage has increased "markedly" in the year ending last June 30, "with an increase in ad sales of very nearly 90%," as compared to the previous year, he said. Effective with the March, 1961, issue, the magazine is increasing its circulation guarantee to 1,050,000. Presently it prints 1,500,000 copies a month and expects circulation to continue climbing. Mr. Hefner said that the latest ABC report shows that 80.2% of *Playboy's* circulation consists of single copy newsstand sales. #

Sackheim-Bruck Names Price; Adds Oil Burner Account

Milton L. Price, formerly with Mogul Williams & Saylor, has joined Maxwell Sackheim-Franklin Bruck, New York, as vp and account executive. Sackheim-Bruck has been named to handle advertising for electric hot water heaters made by International Oil Burner Co., St. Louis.

Johnson Joins Midland

Edmund E. Johnson, formerly copy chief of Colle & McVoy Advertising, Minneapolis, and advertising manager of General Mills mechanical division, has joined Midland Associates, Minneapolis, as creative director. At the same time, Midland has moved to new offices in the new Forty-Ten Bldg., 4010 W. 65th St.

TOLEDO

...strong in Research

Truly a market on the move!

ANYONE with an eye to the future will find his imagination soaring to new heights after a tour of Toledo's research laboratories.

Many of the best creative minds in America's Midwest are centered in this market. Toledo technical societies alone have a membership of 3,000 scientists and engineers. What's more this membership does not include many hundreds of prolific inventors and active researchers.

Exciting ideas and projects contributing to the vitality of this great 14-county area:

- Advanced techniques in automation, the design and construction of buildings, and the enrichment of iron ore for the steel industry.
- New materials for space vehicles and new possibilities for missile development and space research.
- Use of glass as a major construction material for buildings, automobiles, airplanes, fabrics and paper.
- A method for the preservation of corn, which may save hundreds of millions of dollars for farmers and other grain handlers.
- New ceramic materials for precision molding of turbine blades for jet planes and intricate parts of radar equipment.

A Great and Growing Market

These and many other ideas of Toledo area laboratories have attracted national attention. With a trading area population of over one million and net effective buying income of over $2 billion, Toledo offers national advertisers a market place of unusual opportunity. Fortunately The Blade provides an intensive coverage of its market that is matched by few newspapers in the nation.

THE BLADE

One of America's Great Newspapers

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

Three Fifths of Chicago's Young Adults can't read

...your advertising when you use just one daily newspaper

Young adults (under 35) are an extremely significant market. These are the people starting today's "new families." They need everything. Their purchasing power is considerable. And advertisers note—more than 7 of 10 read a newspaper every day.

But did you know? You *now miss* from 62.7% to 81.9%*—well over three-fifths—of this important group when you advertise in *just one* Chicago daily newspaper.

It's clearer now than ever before. It takes *two or more* newspapers to sell Chicago—and the top two for the money are the Chicago Sun-Times and Chicago Daily News.

The new Sun-Times and Daily News rate structure, with new combination discounts, gives you Chicago's most efficient advertising buy. From 54 to 376 more readers per dollar, from 39 to 174 more young adult readers per dollar than any other 2-paper combination.

*"Chicago NOW," the report on the first Chicago market study conducted in consultation with the Advertising Research Foundation, supplies these revealing figures—plus some important new ideas—about selling Chicago. If you don't already have a copy, contact your Sun-Times and Daily News representative today.

**Based on 1000 line B/W ad*

TOP TWO FOR THE MONEY

CHICAGO SUN-TIMES

CHICAGO DAILY NEWS

CHICAGO: 401 Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., Room 1708, CIrcle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
MIAMI BEACH: Hal Winter Co.
ATLANTA, LOS ANGELES, SAN FRANCISCO: Sawyer-Ferguson-Walker Co.

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

Copyright 1961, Field Enterprises, Inc.

Because this father needs help...
Metropolitan announces a service for all fathers—
THE FAMILY SECURITY CHECK-UP
Metropolitan Life

WORRIED DAD—*Metropolitan Life Insurance Co. will run b&w and color pages and spreads like this in Life to boost its new Family Security checkup program.*

Metropolitan Life Ads Offer Free Financial Checkup

NEW YORK, Feb. 7—Metropolitan Life Insurance Co., in a series of pages and spreads, breaking last week in *Life*, announced a new "family security checkup" program, under which heads of households can get a free analysis of their complete financial situation, including insurance coverage, by Metropolitan expert representatives.

According to Metropolitan, the campaign represents the first time a major insurance company has devoted a campaign "exclusively to a service," rather than hard-sell policy-pushing.

The *Life* drive, it added, will include color and b&w spreads and pages scheduled every third week through July, at a cost of about $500,000. Young & Rubicam is the agency. #

ADAMS NEVER LOST A SHIP OR A PASSENGER TO PIRATES IN 25 YEARS!
The likes of Captain Hook or Long John Silver have NEVER waved a cutlass or hoisted the black flag over the thousands and thousands of delighted Adams cruise passengers who have sailed the seven seas in the past quarter of a century!
CRUISES FROM PHILA.
On the M.S. Victoria
Sailing Date | Itinerary | No. Days | Min. Rate
May 29 | Memorial Week-end Cruise — Phila., Bermuda, Phila. | 6 | $110
June 4 | Pre-Summer Cruise — Phila., Bermuda, Nassau, Phila. | 8 | $225
On the Bergensfjord
Oct. 14 | Phila., Bermuda, Phila. | 5 | $145
Oct. 20 | Phila., Bermuda, Phila. | 5 | $145
Oct. 26 | Phila., San Juan, P.R., St. Thomas, V.I., Bermuda, Phila. | 8 | $220
Adams is headquarters for all cruises out of all ports!
ATB
Call LO 7-7000
ADAMS TRAVEL BUREAU, INC.
1800 Chestnut St. Bldg., Phila.

NO PIRATES—*Adams Travel Bureau, Philadelphia, borrowed a theme from the news headlines for this ad appearing in the Philadelphia Inquirer. Gresh & Kramer is the agency.*

Three Ex-Clients of CBS Spot Sales Name 'Dark Horse' TvAR

NEW YORK, Feb. 7—The three big tv stations whose spot business has been up for grabs as a result of the Federal Communications Commission's order to the networks to get out of the tv representation business have chosen Television Advertising Representatives from a wide field of hopefuls.

TvAR, the Westinghouse Broadcasting subsidiary, will take over representation of WTOP-TV, Washington; WJXT, Jacksonville; and WBTV, Charlotte, effective July 1. These are the last three non-network owned stations handled by CBS-TV Spot Sales, which can continue to handle only CBS-owned stations under the commission's edict. At stake here were about $7,500,000 in annual spot billings, and TvAR was the real dark horse candidate.

These are the first non-Westinghouse stations to be represented by TvAR, though Westinghouse's radio rep, AM Radio Sales. Lists stations not operated by the parent company. Two major factors reportedly swung this decision in favor of TvAR: (1) The attractiveness of the prestige-type Westinghouse operation, and (2) the fact that TvAR has a small, select list—eight, with the newcomers—and intends to keep it that way. #

A.D.S. Club Elects Ground

The A.D.S. Club of Dallas, with a membership of more than 150 Texas advertising and media executives, has elected Lew Ground, account executive with Couchman Advertising, president. Also elected were John Pauling, exec vp, Sanders Advertising, vp; Bob O'Brien, media buyer, Batten, Barton, Durstine & Osborn, secretary; and Dean McClain, local sales manager, KNOK, treasurer.

Papert, Koenig Adds Two

Harvey Probber, Inc., Fall River, Mass., furniture manufacturer, has appointed Papert, Koenig, Lois, New York, to handle its advertising. The company formerly placed direct. Dansk Designs Inc., New York, importer of Danish cooking and table wear, has appointed the agency also. The account was formerly with Irving Serwer Advertising.

Colorforms Ups Budget 23%

Colorforms Toys, Norwood, N. J., has increased its 1961 advertising budget 23% the company reports. Sales last year were 18% ahead of 1959. The bulk of advertising is on children's television programs, including a 52-week schedule on the Columbia Broadcasting System network show, "Captain Kangaroo." Kudner Agency, New York, handles the account.

Insta-Clean Bows in Canada

Dr. West's Insta-Clean liquid denture cleanser is being introduced in Canada through a test drive in Ottawa. Purchasers are offered a second bottle free, in 600-line newspaper ads. Willis Advertising Ltd., Toronto, is the agency.

Farm Journal Adds Morse; Rock Joins N. Y. Staff

True D. Morse, Under Secretary of Agriculture in the Eisenhower administration, has been named special consultant to Farm Journal Inc. Prior to his cabinet post, he was president and chairman of the board of Doane Agricultural Service, a St. Louis consulting company.

James M. Rock, formerly a member of *Farm Journal's* St. Paul field marketing division, has been shifted to the New York sales staff.

Borten Joins Charm School: Account to Aron & Shore

G. Budd Borten, formerly comptroller and account executive of Robinson, Adelman & Montgomery, Philadelphia, has joined Charm Unlimited, Philadelphia, as executive director. Mr. Borten will coordinate the modeling and finishing school's advertising and public relations with Aron & Shore, Philadelphia, which has been named agency for Charm Unlimited.

C. S. Hammond Starts Sales Promotion Division

C. S. Hammond & Co., Maplewood, N. J., and New York, has formed a sales promotion division, making maps, atlases, gloves and special items as sales builders. John T. McManus, manager of the premium department, will be director. Henry A. Fagan, manager of the ad specialties division, will also be manager of the new division.

SWORDS OF DAMOCLES

Every editor of a businesspaper, like the King's courtier of Greek legend, lives with a sword of Damocles suspended over his head.

Some of them have it tougher—they live with thousands of them. One for each subscriber.

The under-one-sword editor has things a bit easier—his publisher holds the sword, and readers don't get much chance to use it. These are the papers whose recipients pay no subscription price, but get the publication more or less over the transom.

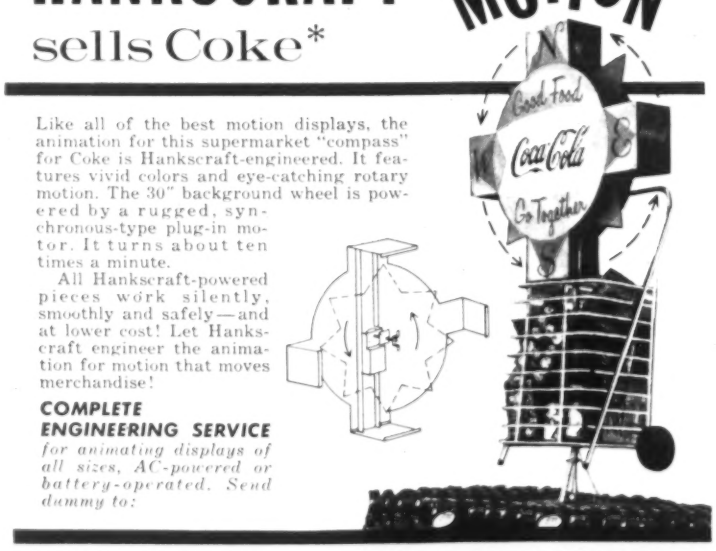
The paid circulation papers, on the other hand, give each subscriber the opportunity to drop the sword—and if too many of them do, things get pretty painful for the editor—and the publisher.

But the system has its compensations, too: this kind of editor has to be on his toes all the time. His publication has to be good—or else. So the advertiser using such a publication can be pretty sure its readers want it—and keep on expressing their approval year after year by renewing their subscriptions.

To find this kind of businesspaper in practically any field, simply look for this symbol:

THE ASSOCIATED BUSINESS PUBLICATIONS ABP

The plus value of paid circulation is "wantedness"


HANKSCRAFT sells Coke*
MOTION
Like all of the best motion displays, the animation for this supermarket "compass" for Coke is Hankscraft-engineered. It features vivid colors and eye-catching rotary motion. The 30" background wheel is powered by a rugged, synchronous-type plug-in motor. It turns about ten times a minute.
All Hankscraft-powered pieces work silently, smoothly and safely—and at lower cost! Let Hankscraft engineer the animation for motion that moves merchandise!
COMPLETE ENGINEERING SERVICE
for animating displays of all sizes, AC-powered or battery-operated. Send dummy to:
Good Food & Coca-Cola Go Together
HANKSCRAFT CO.
Display Motor Division
REEDSBURG, WISCONSIN
Display produced for Coca-Cola by Interstate Boochever Corp., Fair Lawn, New Jersey
*Coke is the registered trademark of The Coca-Cola Company
WORLD'S LARGEST MANUFACTURER OF BATTERY-OPERATED DISPLAY MOTORS
Sales offices in these principal cities: Chicago, Philadelphia, Minneapolis, New York, Toronto (Ontario), San Francisco (Erlach Lee Co.)

Big Results

from a low-cost classified ad.

You sink your teeth into some mighty healthy returns when you run a low-cost (min. $5) message in the Ad Age classified section. You buy the attention of more than 177,000 top marketing men. Try it today or whenever you have something to buy or sell to marketing men.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

ENTHUSIASM

RIGHT
DOWN
THE
LINE

Dow Corning silicone protectors insert in TV Guide sparks dealer response, sends sales soaring!

Dow Corning ran this 4-page full color insert in TV GUIDE as a key element in its Fall print and network TV campaign. Bob Argyle, Advertising and Sales Promotion Manager for Dow Corning, writes:

1. "We selected TV GUIDE to help kick off the promotion because it was a good 'buy' in consumer media, delivering our message into 7¼ million homes for little more than a cent apiece."

2. "The enthusiastic response of our distributors and retailers convinced us that TV GUIDE has merchandising power, too." (Early reports show sales to distributors up 40-50% over corresponding period last year.)

Sales power, plus proven merchandising muscle: they are both yours, when you tell your story in the **Best-selling weekly magazine in America...**

TV GUIDE

Sell the GROWTH MARKET through one of America's great

THE DENVER POST

HOME EDITION

The Voice of the Rocky Mountain Empire

Vol. 69, No. 176 — Denver, Colo.—Climate Capital of the World — 5 Cents, 60 Pages

City Population Soars

Area Starts 1961 With 929,383

Fast Growth In Prospect

At the start of 1961 there are 929,383 residents of metropolitan Denver, 64.8 more than the 1950 census count of 563,832.

The total was announced by the U.S. Census Bureau.

During the past 10 years, Colorado's population climbed from 1,325,089 to 1,753,947, an increase of 32.4 pct. Colorado is one of the nation's fastest-growing states.

County by county, the Census Bureau reported the population increase in the metropolitan Denver area as follows: Denver, 493,887, a gain of more than 18 pct.; Adams, 120,296, a gain of 198 pct.; Arapahoe, 113,426, a gain of 117.5 pct.; Boulder, 74,254, a gain of 53.7 pct., and Jefferson County, 127,520, up 129 pct.

The population of the Denver metropolitan area should hit the million mark by 1962 if the rate of growth in the past decade continues.

By 1970 the metropolitan population would be nearly 1.5 million and the state would have about 2.25 million residents at the present rate of increase.

Lag Didn't Hurt City, Study Finds

By ROGER BABSON

According to my charts and figures, business in Denver has been almost entirely unaffected by the nationwide recession. Not only have all previous records been broken for your locality, but general activity even now is continuing to top that of a year ago by a strong and continuous 10 pct.

Looking across the threshold into 1961, I foresee another remarkable year, with business just about matching, and possibly fractionally bettering, the spectacular heights reached in 1960. While conditions will be good in the early months of the new year, recovery in the last half will be truly brisk.

You have one of the fastest growing metropolitan centers in the country with an impressive gain of 32.4 pct. over the past decade. The Roberts Tunnel which will nearly double Denver's flow of water in 1962, is less incidental to industrial growth as many industries with a long range view.

You have an important missiles plant, plus an encouraging influx of electronic establishments and laboratories. The future for these significant endeavors is bright indeed.

Government money will continue to pour into government installations with particular emphasis upon Air Force developments. Your city will become steadily more significant as a plains-mountain financial and service center.

Other enterprises will show definite improvement during the new year. Processed foods, printing and publishing chemicals, livestock, electric power, air transportation, public construction and road-building.

Here, too, are some of your lines that should hold at, or very close to, the record highs of 1960: Non-electric machinery, copper, lead, commercial building and residential construction.

Employment will be strong during 1961 and the skilled workers coming here in search of jobs should find little difficulty in finding berths. Local living costs may average a trifle higher in 1961.

In short, Denver faces another of the best years ever reported.

Deposits in the same period advanced to $1,107,257,000 from $1,037,227,000.

Loans outstanding made a more modest gain to $598,802,000 from $589,404,000.

Holdings of cash and government bonds made a sizable increase to $553,975,000 from $484,359,000, reflecting easing pressure for loans and advancing prices for government bonds as interest rates declined.

Capital Gain

Stapleton 6th Among U.S. Fields

Stapleton Field ranked sixth among airports in the nation in total number of operations for the year ending last June 30, according to a report Monday by the Federal Aviation Agency.

The Denver airport had a total of 296,974 landings and take-offs including 100,381 by regularly scheduled airlines, 113,145 by itinerant aircraft (visitors), and 83,448 by purely local airplanes.

Here are the rankings in total operations for the nation's 10 busiest airports:

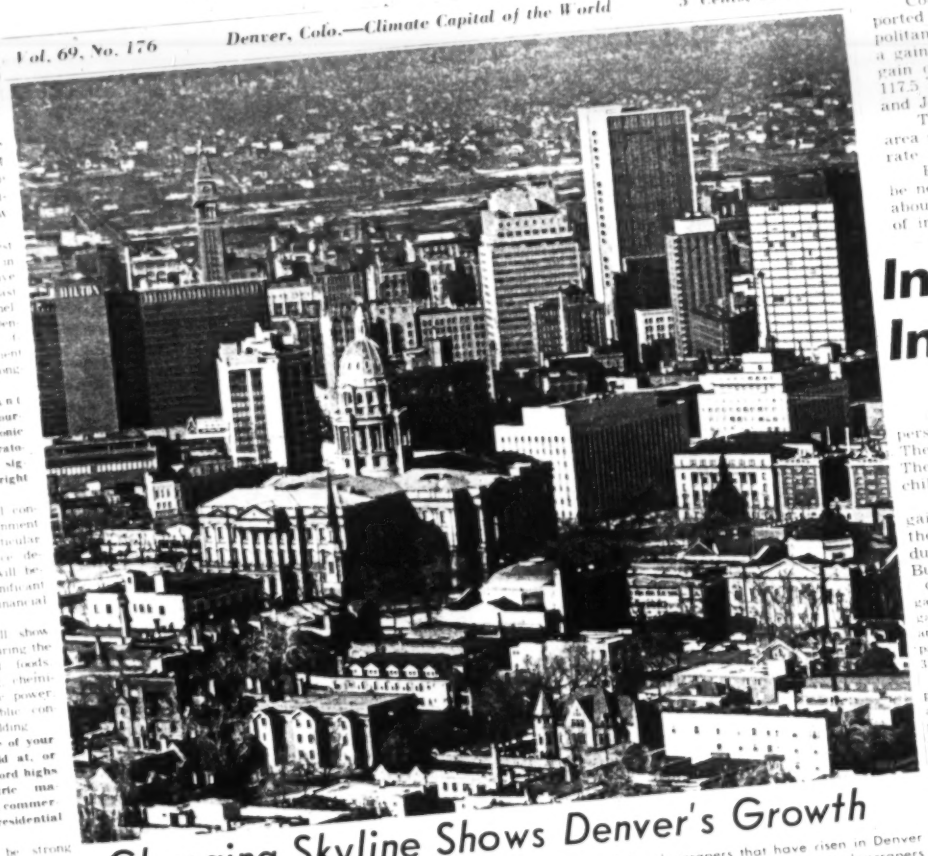
Midway at Chicago, 415,084; Miami, Fla., 348,748; Tamiami (near Miami), 325,140; Washington, D.C., 307,298; Los Angeles, Calif., 302,543; Stapleton, 296,974; Long Beach, Calif., 295,566; Phoenix, Ariz., 294,840; Honolulu, Hawaii, 266,254; and La-Guardia at New York City, 261,320.

Denver ranked eighth in the nation in itinerant plane operations and 16th in scheduled air carrier landings and take-offs.

Dick Martin, Denver director of Aviation, said the figures put Denver far ahead of many other cities that are much larger in population.

"We expect to go right on with further increases in 1961," he said. "We should experience the 15 pct. average annual increase we've had for several years, particularly if the nation's general economic level holds up."

Denver is one of 23 cities in the nation classed as "large hubs." It originates 1.7 pct. of the nation's total air passenger traffic.



Changing Skyline Shows Denver's Growth

Dramatic proof of the ceaseless growth of Denver can be seen in the swiftly changing skyline of downtown Denver, where the clangor of construction equipment is never stilled. This view, from southeast of the State Capitol, shows most of the skyscrapers that have risen in Denver since the war. Hidden by one of the newest skyscrapers the Hilton Hotel is another construction, the Public Service Co. building.

Savings In Colorado Lead Nation

Colorado's savings and loan institutions are leading the nation in savings account gains, fewest withdrawals and mortgage loan activities, reports from the U.S. Savings & Loan League and its Colorado chapter showed Saturday.

Savings accounts totaled

Expansion at Post Nearing Completion

The Denver Post is nearing completion of a $1¼ million expansion program to provide additional operational facilities for larger-than-daily and Sunday editions.

From ground level up the new structure is styled to match the existing building. The ground floor will be a loading dock with a gap provided for the alley. Mail room facilities will be expanded into the second floor, with a building-wide bridge over the alley connecting them with the present plant.

The new addition will be in- as the press room. Sections of the mechanical departments will be remodeled to make full use of the expanded facilities.

Architect for the expansion project is Buell & Co. Consulting engineers were Technical Service Co. of Denver and Miner Machine Co. of Denver is fabricating mechanical equipment. F. J. Kirchhof Construction

Incomes Up In Colorado

By HARRY WALKER
Denver Post Staff Writer

Coloradans amassed an estimated $4.1 billion in personal income during 1960, up 9.8 pct. over 1959. The state was ninth in the nation in percentage gain. The average was $2,329 for every man, woman and child in the state.

What's more, Colorado's personal income will gain another 5.8 pct. to $4.3 billion during 1961, and the per capita figure will jump by 4.2 pct. to $2,427 during this year, according to projections made by Business Week magazine.

Colorado's personal income gain was far above the 6.5 pct. gain for the national average and the per capita gain compared with a national rate of 3.98 pct., the magazine reported.

The Business Week survey of personal income was announced along with Denver sales tax reports which disclosed that merchants in Colorado's capital city rang up more than $750 million in retail sales in 1960, exclusive of food, drugs and services.

Total city sales tax collections were $5,516,381 for a gain of 2.2 pct.

The magazine explained that the 1960 figures are considered preliminary because U.S. Agriculture Dept. records on which they are based in part "are not wholly reliable." These are revised later in the year, the magazine said.

Business Week did not say what population figure was used for Colorado in arriving at the per capita income of $2,329. But the U.S. Census Bureau on Jan. 2 told The Denver Post the state's population has climbed 32.4 pct. to an estimated 1,753,947 during the past 10 years.

The Colorado per capita figure compared with the national average of $2,266. Projections call for the national per capita to rise in 1961 by 2.3 pct. to $2,317, a figure well below Colorado's

Stock Yard Sales Top Old Record

Denver Union Stock Yard Co. sales topped $267 million in 1960, $5 million more than last year, the Denver Livestock Exchange announced Wednesday.

Rud Hunt, exchange executive director, said the sales gain was made despite increased competition from country auctions and out-state markets.

Selling of livestock on the farm instead of at central markets caused stockyards at San Francisco, Los Angeles and Seattle to close this year, he said.

He said Denver sales included some $200 million for cattle, $9 million for calves, $23 million for hogs and $34 million for sheep.

The sales enabled Denver to maintain its position as the nation's largest sheep market and the second largest cattle market in the West.

Top beef prices during 1960 were $28.25 per hundredweight for slaughter steers, $27 for slaughter heifers, $31 for stocker and feeder steers, $27.50 for stocker and feeder

of the West newspapers

few newspapers anywhere cover their home city and regional markets as effectively as THE DENVER POST

Denver, Colorado
Post's daily coverage: 69%
Post's Sunday coverage: 80%

Boulder, Colorado
Post's daily coverage: 44%
Post's Sunday coverage: 87%

Longmont, Colorado
Post's daily coverage: 37%
Post's Sunday coverage: 70%

Fort Collins, Colorado
Post's daily coverage: 42%
Post's Sunday coverage: 85%

CIRCULATION

Daily	262,462
Sunday	340,096
Empire Magazine and Comics	360,334

A. B. C. Publisher's Statement September 30, 1960

Editor and Publisher:
PALMER HOYT
Represented Nationally by
MOLONEY, REGAN & SCHMITT, INC.

Information for Advertisers

A 46-page report on "The Austrian Market" has been issued by **Contimart A.G.**, Swiss-based international market research organization. The report notes that over the 1953-58 period Austria's economic growth—7% a year—was the highest in Europe. Copies are available from Contimart's U.S. representative, Charles W. Hoyt Co., 380 Madison Ave., New York.

• A case study of communicating the corporate business story via public relations is available from **Herbert M. Kraus & Co.**, 75 E. Wacker Dr., Chicago. The brochure explains the ways in which pr companies work for clients, how they program activities and how day-to-day activities are carried out.

• "The West Suburban Street Address Directory," listing more than 230,000 families in a Chicago suburban area of approximately 200 sq. miles, has been published by **Reuben H. Donnelley Corp.**, 407 E. 25th St., Chicago 16. The guide lists names and telephone numbers in order of street addresses and is available for lease on an annual basis.

• A 62-page study of the 100-county Fort Worth market has been published by the **Fort Worth Star-Telegram**. The brochure presents current data on population, income distribution, effective buying income, total market sales figures, manufacturing and employment statistics, housing and building information. Copies may be obtained from the Promotion Dept., *Fort Worth Star-Telegram*, Fort Worth.

• Industrial growth, payrolls, retail sales, population and households in Cowlitz County are covered in a new market facts folder, published by and available from the **Longview Daily News**, Longview, Wash.

• A market and media file describing the mold, model, pattern and plastic tooling fields has been published by and is available from **Industrial Models & Patterns**, 308 Keyser Bldg., 207 E. Redwood St., Baltimore.

• A series of research studies of major Australian industries is being compiled and published by **The Australian Women's Weekly**. Studies available to date cover the household electrical appliance market, the clothing market and the travel market. Also available is "A Study of Women's Magazine Audiences," in two volumes, giving a breakdown of its audience according to age groups, socio-economic groups, characteristics and household possessions. Copies of the studies may be obtained from *The Australian Women's Weekly*, 168 Castlereagh St., Sydney.

• A 36-page, two-color catalog describing more than 150 personalized business and industrial mailing lists available on a rental basis, has been published by **McGraw-Hill Publishing Co.** The booklet also gives list counts and costs and summarizes the latest postal rules and regulations. Copies may be obtained from the Direct Mail Division, McGraw-Hill Publishing Co., 330 W. 42nd St., New York 36.

• A study covering present equipment, purchasing plans, remodeling and replacement expenditures for am, fm and tv stations in the U.S. and Canada, has been published by and is available from **Broadcast Engineering**, 1014 Wyandotte St., Kansas City 5, Mo. #

Block Adds Cartoon Circus

Frank Block Associates, St. Louis, has been named advertising, pr and promotional consultant to Cartoon Circus, St. Louis, manufacturer of miniature theaters for supermarkets. Accommodating as many as 25 children at a time, the theaters exhibit cartoon movies and free mothers from interference by children while shopping. According to a survey conducted for the company, housewives spend from 10 to 15 minutes longer and $5 to $10 more in the store when they are not distracted by impatient offspring.

Elrod to 'Scholastic'

J. Paul Elrod, formerly with *Parents' Magazine*, has joined the sales staff of Scholastic Magazines, New York.

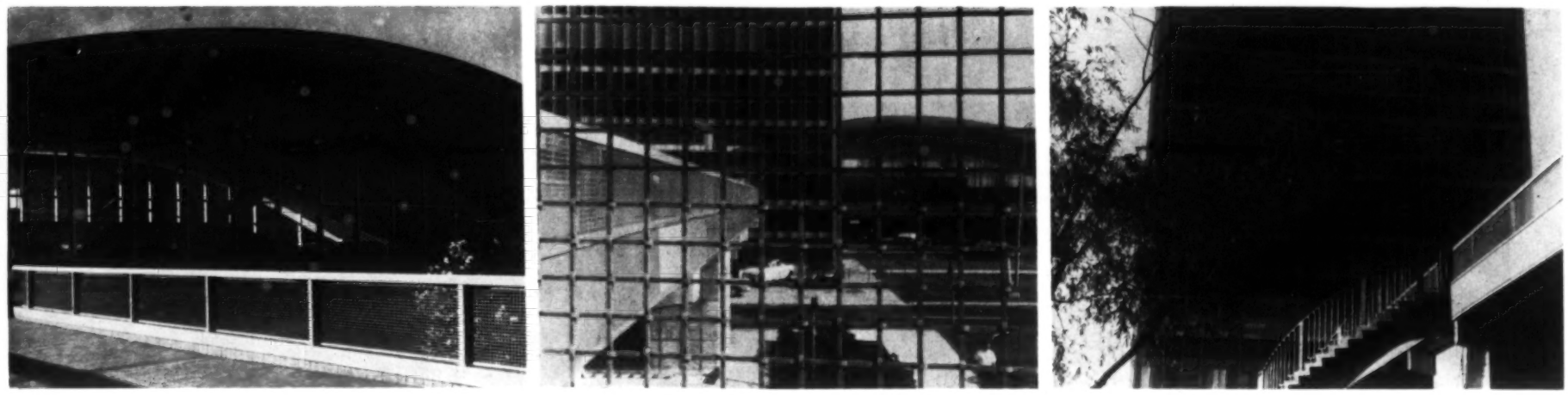
SPRING Flower BULBS
15¢ PER PACKAGE
FREE Catalog
ORCHAWAII
HQ: 305 7th Ave., N.Y. 1, N.Y. • OR 5-6500
BR: 30 W. Wash., Chi. 2, Ill. • AN 3-6622

WAVE-TV viewers have 28.8% more HEAVY BEARDS

—and they buy 28.8% more of your (or your competitors') shaving products, too!

That's because WAVE-TV has 28 8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV
CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives



ALUMINUM AIRPORT—*These scenes from a one-minute and a 20-second commercial for Aluminum Corp. of America dramatize the many uses of aluminum at New York International Airport. Viewers are shown the airport's buildings, lamps, ramps, hangars and jets, all made with aluminum. The commercial, filmed by On Film Inc., is being shown on ABC-TV's "Alcoa Presents." Fuller & Smith & Ross is the Aluminum Corp. agency.*

Longtin Named Ad Manager

John P. Longtin has been promoted from the retail staff to the new post of retail ad manager of the *Utica Observer-Dispatch* and the *Utica Daily Press*. He succeeds Eugene M. Sourla, who has resigned as ad director of the dailies.

JACKSON HAS $150,000,000 IN NEW CONSTRUCTION

New VA hospital—new auditorium—new office buildings—new stadium—new 30-mile reservoir—new jet airfield—all underway, or soon to start, are swelling business activity in the Jackson market by 150 million dollars . . . and lending new importance to Jackson and its 16-county retail trade area.

You can get your share of growing sales from advertising in Mississippi's leading newspapers—the Clarion Ledger and Jackson Daily News.

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS

Jackson, Mississippi

Mississippi's First Newspapers • Represented by the Katz Agency, Inc.

Co-Owners WJTV (TV) WSLI (Radio)

Fee System Will Be 'Accepted' in Next Decade, Denninger Tells AWRT

Blair-TV Exec Sees Pay TV Coming Slowly; Quirk Says It's 'Doomed'

NEW YORK, Feb. 7—Acceptance of the fee system of compensating advertising agencies will take place within the next decade, according to Jack Denninger, vp in charge of sales of Blair-TV.

Speaking before the annual conference of American Women in Radio & Television last week, the station rep said that during the next ten years pay tv is "likely to go the way of color tv.

"It will come in, but acceptance will come very slowly," he said.

If pay tv is able to survive, advertisers will most likely find some way to use it as an advertising medium, Mr. Denninger added.

Agency media departments will continue to grow during the next decade, and there will be more advanced audience surveys, with networks, for example, testing forthcoming shows in certain markets before putting them on network schedules, he said.

■ James Quirk, publisher of *TV Guide*, predicted that any changes made in radio and tv during the next decade will be ones basically involving economics.

"Network tv and network radio cannot splinter itself for segments of society; it can only be a reflection of changes which occur in society," Mr. Quirk explained. He said that a depth interview study made by his magazine showed that three quarters of the viewers in this country are selective viewers.

Mr. Quirk saw pay tv as "doomed to failure" and speculated that the much discussed conversion from vhf to uhf will not come to pass.

■ Joel Chaseman, radio program manager of Westinghouse Broadcasting Co., said that by 1970 radio will offer a number of extremely specialized broadcast services. In addition to the popular music and news stations, there will be more stations specializing in such programming as recorded "talking books" and overseas special events, among other things.

"Intelligent use of the new technical tools will produce more listenable radio chosen from more points of origination, while freeing the creative man or woman for creative work," Mr. Chaseman added.

■ Herbert E. Evans, president of Peoples Broadcasting Co., said that the '60s are going to be "the greatest 10 years of confusion that the world has ever known. Radio and tv must live in this kind of world, and Lord help us if we continue with the noisy radio stations which can be run by two feeble-minded people and a turntable."

■ Sidney Sternberg, chief engineer of Radio Corp. of America's astro-electronics division, said that time lags offer the biggest problem in international television communications. He speculated that a change in time zones eventually might be made to accommodate international telecasting. #

Young Co. Samples Instant Mouthwash in Special Bags

W. F. Young Co., Springfield, Mass., is sampling AbsorBreath, an instant mouthwash-gargle in what it calls a completely new way. Individual samples are pre-packed by Salesbag Promotions, Ardsley, N.Y., and the notion-size bags, with the concentrate in individual cups, are being distributed by the Gray Drug Stores chain, headquartered in Cleveland. The sample can be used instantly after addition of water. Winford-Wulff Associates, Springfield, is the agency for Young, marketer of Absorbine products.

Stiffel Sets Spring Push

Stiffel Co., Chicago, lamp manufacturer, has scheduled 12 insertions in seven consumer magazines this spring. The media list is *Holiday, House Beautiful, House & Garden, Living for Young Homemakers, Town & Country, The New Yorker* and *Vogue*. The trade campaign will appear in *Home Furnishings Daily, Interior Design* and the *Lamp Journal*. The company has also announced it set a new sales record in 1960, with sales exceeding 1959 by 13.7%. Alfred Auerbach Associates, New York, is the agency.

Latham Rejoins Bennett

Thomas W. Latham, formerly copy contact man at Hazard Advertising, has rejoined Victor A. Bennett Co., New York, as a copywriter on the British Overseas Airways Corp. account. He was with Bennett previously in 1950-51.

Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

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165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

In ANCHORAGE People Buy The Products Advertised In This Paper

Anchorage Daily Times
30 DIE IN FIRE ABOARD CARRIER
Electors Vote For Kennedy Ignoring Pleas To Dump Him
Hundreds Hurt, Many Trapped In Naval Tragedy
10 Injured In Alaska Plane Crash
Fire Levels Dillingham

Alaskans shop daily . . . with their Alaskan dailies. Stake your claim in our booming 49th state by placing your ads in one of Alaska's most successful dailies. Call your West-Holliday man for complete information.

One of five great Alaska Dailies

REPRESENTED BY West-Holliday Co. Inc. NEWSPAPER PUBLISHERS REPRESENTATIVES Owned and operated by Nelson Roberts and Associates
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

34 Presidents find a new home...

How many people are *really* interested in the history of the American Presidency?

The editors of Woman's Day decided to find out. They featured a presidential chart in the October 1960 issue, and offered reprints to readers at 35¢ each.

Then it came . . .

It was like the Fourth of July, the firing on Fort Sumter, the Battle of Bunker Hill all over again. Response thundered in from every section of the country, from housewives, teachers, students, schools—even Madison Avenue wanted it.

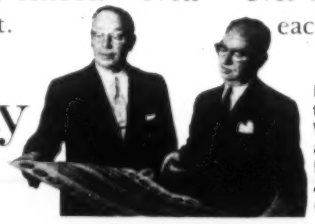
Nearly *200,000* charts were sold, and orders are still pouring in at the rate of *1,200* per day!

It proves a couple of things, we think. It shows, first, that people never fail to respond to *thoughtful,* genuine service—*honestly* presented.

It proves also, that the story of our 34 presidents, a history of democracy itself—is very much at home in Woman's Day.

This is the kind of *editorial excellence* that over 5 million alert readers expect to find each month in Woman's Day.

Woman's Day
A FAWCETT PUBLICATION



Leo Burnett (a trustee of American Heritage Foundation), among many, was so impressed with the Woman's Day presidential chart that he and other agency personnel purchased 450 copies. James B. Boynton, Fawcett Publications Vice-President and Advertising Director, personally presented these copies to Mr. Burnett at his Chicago office.

Brown Burrows Berthelson

Okon Pont Aitkin Dolley Pitts Schenck Ennis

SHOWMANSHIP—*Jean Brown, vp of Benton & Bowles, congratulates Abe Burrows, adman turned showman, on his dissertation, "Showmanship in Advertising," before the Advertising Women of New York. Looking on is a talking dustcloth from a Johnson's Pledge commercial. Dustcloth's friend is Larry Berthelson, puppeteer and designer. At right is a bevy of ad ads; Cathy Pitts, tv producer at Grey Advertising, women and models, impersonating advertising personalities; Glorida Okon, WPIX weather girl (and wife of Ted Okon, Benton & Bowles tv producer), as Prell's "Lather Hairdo" girl; model Shannon Pont, representing the "Just Wear a Smile and a Jantzen" ads; model Pat Aitkin as the girl in the Scott Tissue representing Lilt home permanent; Joan Schenck, J. Walter Thompson copywriter, one of the show's commentators; Lee Ennis, fashion director of Donahue Sales Corp., as Mennen's "Lady in Waiting"; and model Sara Dolley, recreating her role in the ad, "I dreamed I was wanted in my Maidenform bra."*

Henderson Gets Saco-Lowell

Saco-Lowell Shops, Boston, Sanford, N. C., and Greenville, S. C., has named Henderson Advertising Agency, Greenville, to handle advertising for its textile machinery, replacement parts and international divisions. Franklin Advertising Service, Boston, is the previous agency of record. Trade publications and direct mail will be used.

WGN-TV Buys 40 Warner Films

WGN-TV, Chicago, has purchased 40 Warner Bros. motion pictures, all post-1950 and 26 in color, for premiere showing on Channel 9, from Seven Arts Associated Corp. Programming of these films, which include "The High and the Mighty," "Rebel Without a Cause," "Hondo," and "Strangers on a Train," will begin soon.

Two Join Geyer, Morey

Howard E. Ottley, formerly with Grey Advertising Agency, has joined Geyer, Morey, Madden & Ballard, New York, as account executive on Lehn & Fink Products Corp. John W. Herdegen, formerly with Lennen & Newell, has joined Geyer, Morey's creative department.

Kulas Names Merrill Morris

Merrill Morris Agency, Morristown, N. J., has been appointed to handle advertising and pr for Kulas Yacht Works, Keyport, N. J., builder of custom cruisers and smaller boats.

Berg-Marshall Adds Two

Berg-Marshall, Worcester, Mass., has acquired the account of L. H. Shingle Co., Camden, N. J., and its divisions, manufacturer of industrial leather products. Berg-Marshall also has been named to handle David Clark Co., Worcester, which makes industrial safety equipment.

Duffy, McClure Adds One

Ronald Schwartz joins the staff of Duffy, McClure & Wilder, Cleveland, as an account executive. Formerly with Griswold-Eshleman, Cleveland, where he handled the Sherwin-Williams account, Mr. Schwartz began his career at J. Walter Thompson Co. New York, in 1956.

NOW READY for every authorized buyer of point-of-purchase decal signs...

new Meyercord brochure shows

HOW DRI-MARK HELPS "GET MORE SIGNS UP" AT THE POINT-OF-SALE

The big news in Point-of-Purchase Decal Signs the past few seasons has been "pressure sensitive". Send for the new Meyercord color brochure that shows how leading national and regional advertisers at the Point-of-Purchase have been getting far more signs "up on location" since they've switched to DRI-MARK Pressure Sensitive Decal and Transferable Film Signs.

This new brochure explains why *Fieldmen* prefer DRI-MARK Pressure Sensitive waterless application . . . why *Retailers* give these signs preference . . . why *Manufacturers* applaud them. You'll see all this, plus the actual reproduction of the prime examples of outstanding current Point-of-Purchase Decal Sign successes!

Be sure to ask for your copy today. No obligation. When you're ready to talk about Decal Signs for Point-of-Purchase, our representative will be glad to assist you.

Ask for your copy on your company letterhead, please!
. . . it's yours without obligation . . . write today!

the MEYERCORD co.
Dept. B-201, 5323 West Lake Street, Chicago 44, Illinois

Market For Radio

LOBSTERADIO

1 RADIO ENTITY WITH

8 TRANSMITTERS

- PORTLAND
- WATERVILLE
- CARIBOU
- RUMFORD
- BANGOR
- LEWISTON
- AUGUSTA
- SANFORD

EXECUTIVE OFFICES
Columbia Hotel, Portland, Maine
TEL. SPruce 5-2336

Menu Time Buyers

DELIVERS MAINE

- 1½ Billion dollars in consumers' spendable income – the 34th largest MARKET!
- Population nearly one million.
- 7.6 ratings with a spot cost of only $27.50. Imagine cost per 1000 – 37¢.
- One order buys this full course market with simplified single invoicing.

REPRESENTED BY:
NEW YORK: Devney - O'Connell Inc.
BOSTON: Eckels and Company
CHICAGO - DETROIT - WEST COAST: Daren F. McGavren Co. Inc.

It's duck soup . . . reaching quantity and quality at the same time in LIFE. LIFE reaches more than 18,000,000 homes weekly. And LIFE reaches better than half of all U.S. homes earning $7,500 and over.

ADVERTISED IN
LIFE

IT PAYS TO SELL WITH "ADVERTISED IN LIFE"

Walker Closes Agency; Takes Account to Koehl, Landis

Don Walker Advertising, Sarasota, has closed its doors, and Mr. Walker has joined Koehl, Landis & Landan, New York, along with Cleveland Fruit Juice Co., "world's largest processor of fruits and flavors for the ice cream and soda fountain trade." Other accounts and employes in the Sarasota agency have moved to local agencies there. Mr. Walker ran the agency three years and before that operated an agency in Cleveland, where he also had the fruit account.

National Carbon Names A.M.

Laurence F. Granger, formerly with Union Carbide Metals Co., has been named ad manager of National Carbon Co., division of Union Carbide Corp., New York. He succeeds C. G. Ollinger, who has relinquished the title because of ill health, but who remains with the company.

WINNING PROMOTION—*This 41-piece Minute Man sales promotion program for State Farm Insurance Companies won the grand award of $1,000 for the team that turned it out, in the 1960 Creative Year Triangle competition for its own staff members conducted by Biddle Co., Bloomington, Ill. Creative teams within the agency competed for quarterly awards, with the Minute Man material getting the over-all nod as the most noteworthy effort of the year.*

Mink Breeders of Canada Set '61 Plans

MONTREAL, Feb. 7—Ads emphasizing the quality of Majestic mink pelts coming from Canada, "the ancestral home of mink," will be run during 1961 by the Canada Mink Breeders.

Full color and b&w ads will appear in key fashion magazines in both Canada and the U.S. Plans also call for trade and co-op advertising with leading fur retailers and manufacturers. The push has been timed to tie in strongly with the fall fur season.

J. Walter Thompson Co. Ltd. is the agency for the Canada Mink Breeders. =

Wexton Adds Instant Crete

Instant Crete Corp., Linden, N.J., manufacturer of a new do-it-yourself cement kit, has appointed Wexton Co., New York, to handle its advertising. Starting in March, a consumer campaign will run in *Life* and in newspapers in 20 eastern and northeastern markets. Direct mail and trade advertising will inform architects and contractors of Instant Crete as a solution to on-site mixing problems when construction takes place in congested areas.

Grocery Sales Rise 4.1%

Grocery store sales totaled a record $48.47 billion in 1960, a rise of 4.1% over 1959, according to a survey released by *Food Field Reporter* and *Food Topics*. Chains accounted for $22.14 billion, independents for $26.33 billion. Adding specialty store food sales to the previous figure brings total retail food sales to $55.71 billion last year, up 3.8% over 1959.

Need Source Material For a Campaign?

- Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
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Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Mayor Wins Libel Suit Against 'Times,' Ministers

The mayor of Montgomery, Ala., has been awarded a $500,000 libel judgment against the *New York Times* and four Negro ministers in a state court action stemming from an advertisement published by the *Times* March 29. The ad was critical of the handling by Montgomery of Negro student demonstrations earlier last year. It mentioned no city officials by name.

In his suit, Mayor Earl James charged that the ad had "severely damaged" his reputation. Attorneys for the newspaper said they would appeal the decision. An earlier judgment against the defendants, also for $500,000 and also stemming from the March 29 ad, is currently under appeal. This was brought by another Montgomery official, Police Commissioner L. B. Sullivan. Similar actions by other city authorities are pending.

Ithaca Gun, Chapman Lumber to Conklin, Labs & Bebee

Conklin, Labs & Bebee, Syracuse, N.Y., has added two accounts. They are Ithaca Gun Corp., Ithaca, formerly with Knox, Conahay & Reeves, New York; and Chapman Lumber Co., Syracuse, whose two principal agencies were Richards & Webb and Osborne & Probst, both of Syracuse.

The ad and pr operations of Chapman's various divisions have been consolidated at Conklin, Labs & Bebee. Edward C. Lewis, president of the Hiawatha Homes division, has been named coordinator of advertising and public relations for the corporation.

Spindel Joins Gussin Co.

Arlene Spindel, formerly president of Spindel-Morton Advertising, Memphis, has joined Lawrence Gussin Co., New York, as vp of the promotional division. Although the Memphis agency has been disbanded, Miss Spindel will continue to handle the Super Sagless Spring Corp. account in New York. Elaine Lewis, an art director at Gussin, has been appointed head art director of the promotional division.

Katz Agency Names Three

Scott Eddy, formerly a member of the radio sales staff of Katz Agency, New York, media representative, has been given a new assignment in which he will develop spot radio campaigns for specific advertisers and prospects. Katz also has named Sal Agovino, formerly with H-R Representatives, to its radio sales staff and Larry Cugini Jr., formerly with Grant Advertising, to its tv sales staff.

Cut in Ads Means Drop in Business, Grimes Tells IGA

CHICAGO, Feb. 7—The president of Independent Grocers' Alliance warned his store executives last week that "you will never beat a business slump by slashing your advertising budget."

Don R. Grimes, head of the more than 5,000 IGA stores, told executives at the group's annual financial seminar that cutting ads when sales are slow is "one of the greatest errors made in business today.

"When advertising space is reduced, so is store traffic," he continued. "Certainly you can't beat a business slump without volume. You can't have volume unless you advertise. The company, large or small, which starts to economize on its advertising budget is defeating its main object—more business."

Mr. Grimes also told the store executives to "stop referring to the money we spend for advertising as an expense. Let us place well-conceived advertising in the category of a sound investment, where it rightfully belongs."

■ The IGA president said it is vital that business executives become familiar with two key factors—advertising and financing.

"More businesses have suffered through their lack of knowledge of advertising and how to obtain adequate financing than any other reasons," he said. "Two of the greatest material forces we have in our midst today are the power of the press and security of money. The man who progresses farthest learns how to use them both effectively," he said. =

Lancome, Sardeau Name Gore

Lancome Parfums of Paris has appointed Chester Gore Co., New York, to handle its advertising in the U.S. Initial promotion will concentrate on Magie perfume. Wesley Associates is the previous agency. Gore also has been named by Sardeau Corp. to handle advertising for Sardo bath oil and the recently introduced Sardoettes. Print and broadcasting will be used. Kelly, Nason formerly handled the account.

OAI Boosts Robert Godwin

Robert W. Godwin, formerly a member of Outdoor Advertising Inc.'s San Francisco sales office, has been named director of cooperative advertising, a new post. He will be in charge of OAI's six cooperative sales regions.

PROFILE OF WSPD Radio

Toledo's hardest working sales clerk

1. Alive 24 hours a day with imaginative programming
2. Persuasive talent provides an effective showcase for your selling message
3. Integrity and believability — Toledo looks to WSPD for responsible community leadership
4. Audience domination around the clock — shown by both Pulse and Hooper
5. A rich market — more than 2 billion dollars effective buying income — with Ohio's highest per capita income

5 good reasons to put this potent combination of circulation and persuasion to work selling for you. Your Katz man will provide the complete WSPD Profile.

WSPD-Radio
NBC • TOLEDO
a STORER station
National Sales Offices:
625 Madison Ave., N.Y. 22
230 N. Michigan Ave., Chicago 1
WS 6

Sell to these fields?

Use ROP Color?

■ This 32-page, six-color insert highlights the nine industries served by Fairchild Publications, Inc. It appears as a supplement in those publications. We thought you'd be interested in seeing it, too, for two reasons:

1. **Production** of this insert serves as a practical demonstration of proper art and engraving preparation for high-speed newspaper printing. Illustrations are mostly open line art. Half-tones are 65-line screen. There is no critical register problem.

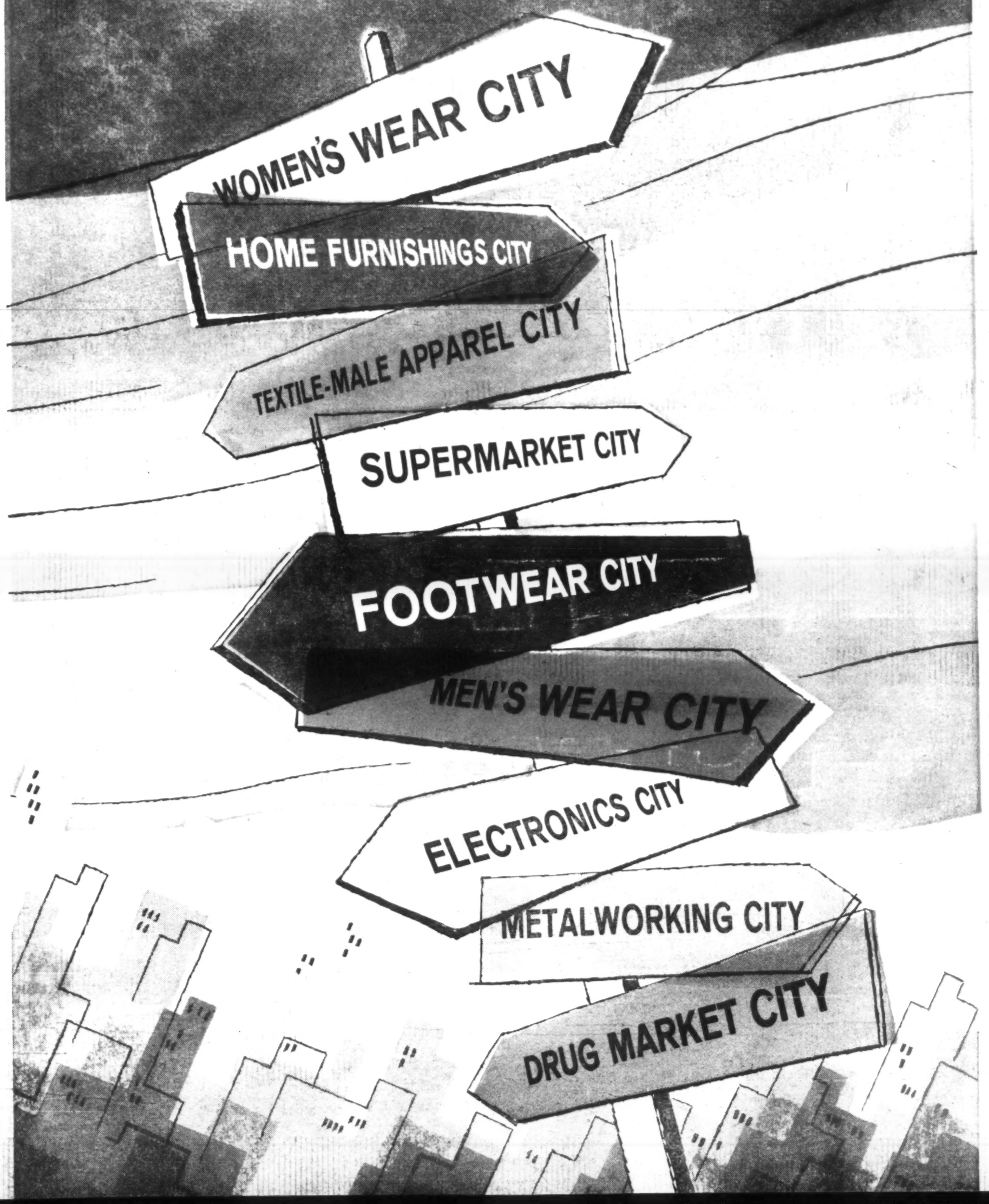
2. **Market data** contained in each spread may be useful to you in developing your marketing plans. Although the material is copyrighted, blanket permission is given for its use, provided Fairchild Publications, Inc. is credited.

Need more information on any of these great "cities"? Just call the advertising director of the pertinent Fairchild publication. You'll find his name on page 29 the next-to-last spread.

FAIRCHILD Publications, Inc.
7 E. 12th St., New York, N. Y.

NINE GREAT CITIES

of commerce and industry



Nine great cities of commerce and industry

You know what a great city New York is. Or Chicago, or Los Angeles or Minneapolis. There are cities here far greater. To see them, you need but close your eyes.

Imagine that you can take every element in your industry and set it down in the Mojave Desert.

Squeeze together the retailer in Philadelphia, and the manufacturer in New Orleans. Crowd them in next to the Cleveland distributor, the Amsterdam shipper, the Denver warehouse. If you could compress into one area all the establishments and people and products involved in that single business—from the raw vegetable or mineral product through the producer, distributor and retailer—what a city you'd have!

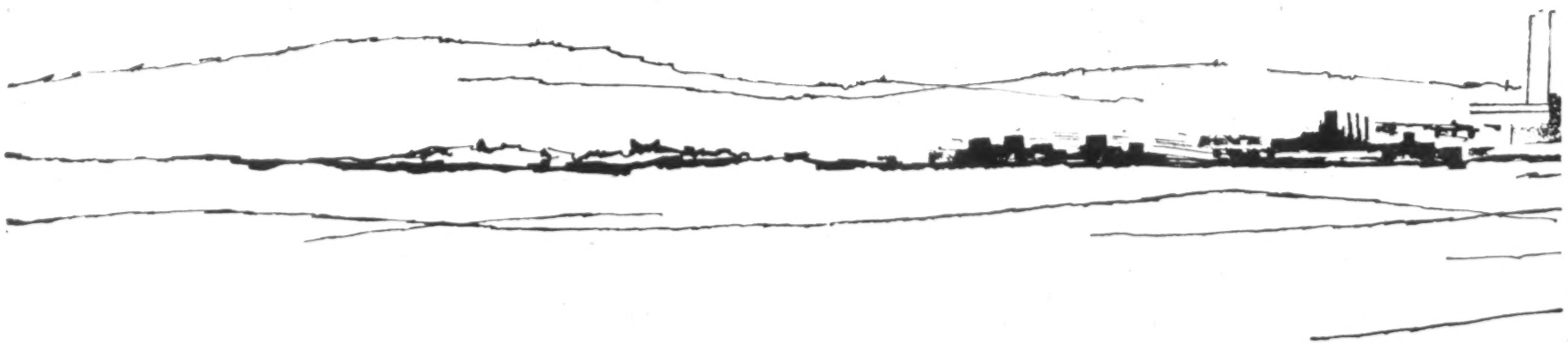
A jet to a prospect in a distant city takes little longer than a taxi crosstown. A phone call to a customer in London, or Copenhagen or Kuala Lumpur is quicker than the local messenger. Through air freight, the Denver warehouse *is* next door to the Cleveland distributor.

Miles have no significance in business cities.

But depth and breadth do.

The business city encompasses the full depth of an industry. From the ceilings of presidential suites to the

. . . *and imagination*



floors of basement stockrooms. From one-of-a-kind contracts signed "Executive VP" to prosaic slips marked "no exchange—no refund."

Breadth is measurable in millions alone. Millions of tons of steel. Millions of yards of cloth. Millions of units of raw stock. Millions more of finished goods. Millions of millions of dollars.

The nine great *business* cities discussed on the following pages have depth and breadth in awesome proportions. During 1959 they produced goods worth $252 billion—about half the Gross National Product; half the value of all goods and services generated in the United States.

We picture the industries we serve as great business cities, because Fairchild publications are their "city" newspapers...and the only form of "city" communications.

Consider Denver. There, at least 71% of the households read the daily Denver papers—automatically. It's as much a part of Denver life as Denver mountain air. Alert citizens of any town just naturally read the local paper. If a strike or disaster cuts the flow of newsprint, the citizen relies on local radio and television stations to keep him informed.

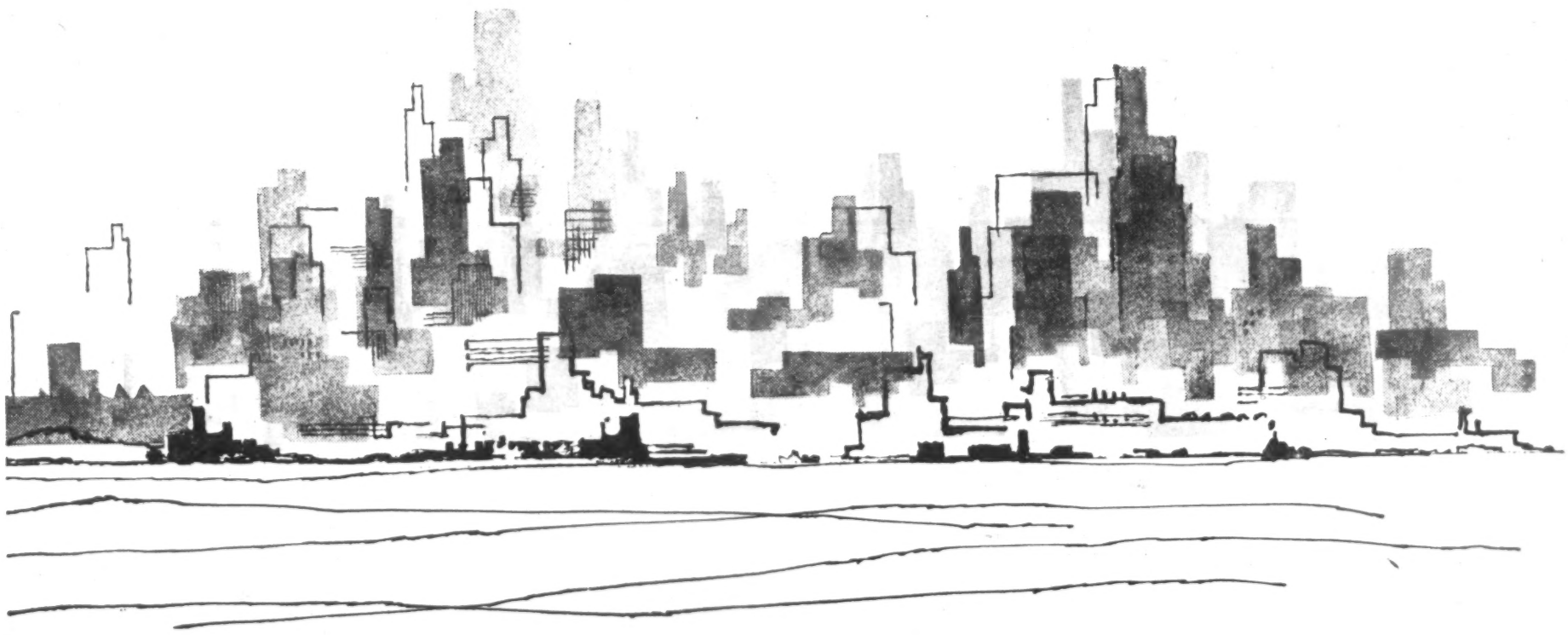
Consider the nine great cities of commerce and industry. There *are* no local radio or television stations to provide fast, accurate, immediate news. *But there are the Fairchild newspapers.* And alert citizens of those business communities read, depend on, and react to, their business city newspaper just as inevitably as they read their *general* city newspaper.

Often more so. Life in *business city* depends on making the right decisions. Success depends on making them first. No business citizen can afford to make decisions without the benefit of the latest information—and getting it first, getting it complete, is a powerful advantage.

The analogy between local newspaper and Fairchild newspapers works up and down the line. Fairchild newspapers function just as large consumer newspapers do. The reporters work the same way. The mechanical departments operate in exactly the same manner. The presses thunder just as loudly.

There is one difference in Fairchild publications.

The overwhelming greatness of the cities they serve.



Treating this world-wide industry as a single great city... and the vital part communication plays

Women's Wear City:

from raw material to retailer, the thread that binds is Fashion

Few living Americans are unaware of Fashion's influence on what women wear. What is Fashion? Fashion is CHANGE.... Fashion is change of outline (silhouette) ...change of fabric...change of color...change of neckline...change of sleeve...change in accessories...width or length...change of waistline...change of skirt length ...change of proportion. The PACE of CHANGE varies.... The PLACE of CHANGE is Paris.... WHY?...Paris attracts the creators of the world, of many nationalities...Paris, twice a year, has COUTURE openings...at these openings the top Couture Houses give to the world the message of CHANGE...which develops into FASHION TRENDS for the coming season. *Women's Wear Daily* reports these Couture openings intensively, DAILY. This is where the FASHION SPARK is set off for one of America's greatest industries. It is a serious business...nearly fifteen billion serious dollars each year.

Fifteen billion dollars that pay for the women's and children's wear output of 23,000 U. S. manufacturing plants. Half of the dollars ($7.3 billion) are funnelled through the cash registers of 3,157 department stores. The rest comes from some 44,600 women's clothing and specialty stores ($4.9 billion) plus the mail order houses, armed services clothing stores, general stores, supermarkets and drugstores that sit on the outskirts of the world-wide industry pictured as Women's Wear City.

Stretching from Paris to all over America, the main street of this global City is lined with lavish show windows; the side streets are crowded with busy factories; the climate is the hot-and-cold breath of Fashion.

Paris creates the headlines and the influences, but home-created design is responsible for the interpretations that make mass-production possible; U.S.A. designs lead the way in casual, country and sports attire; and are internationally predominant in beach apparel.

Fashion is the daily conversation topic of the women's wear industry around the world, among men and women involved with production, sales promotion and inventory control as well as design. Those who are in step with Fashion are in the black. Those who are not...are dead ...for one season, at least.

THE PEOPLE

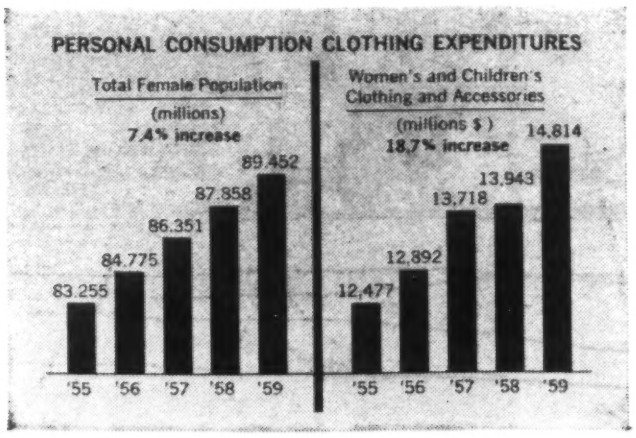
Fashion is a peculiar interrelationship of People, Place and Time. The People are the professionals—those who make Fashion a business: fabric people—the mills, converters, dyers, finishers, manufacturers; department store buyers, economists, salesmen, sewing machine operators, specialty shop clerks, handbag manufacturers, corset fitters, and designers, designers, designers. These are the citizens of this world-wide City. Many are professionally trained. There are well over 100 accredited schools of costume design in the United States. Several colleges offer programs in retailing. Associations within the women's wear industry furnish scholarship and operating funds for education in fields related to fashion.

THE PLACE

Current fashion may come from any place. Inspirations are crystallized in Paris and the trends are translated throughout the world.

THE TIME

For Fashion professionals, Fashion is by definition, daily. Promotional items break overnight and disappear just as quickly. Today's hot item in Detroit will be tomorrow's big seller in three other cities. There's just



VOLUME OF RETAIL SALES BY SELECTED TYPE OF OUTLET (1958)

	No. of Establishments	Sales (millions)
Women's Clothing, Specialty Stores		
Women's Ready-To-Wear Stores	26,559	$4,009
Millinery Stores	2,487	93
Corset, Lingerie Stores	2,522	178
Hosiery Stores	463	30
Apparel, Accessory, Other	3,104	294
Furriers, Fur Shops	1,651	176
Unclassified (no payroll)	7,842	128
Total	44,628	4,909
Department Stores Total	3,157	7,312
TOTAL	47,785	$12,221

barely time for manufacturer and retailer to stock up to meet the profitable demand—if they know about it *today*. And always, the date for the showing of the next big collection is less than six months away.

The impact of a new collection of designs is enormous. An applauded Parisian silhouette can be interpreted, geared for 5,000-stitch-a-minute production, the fabric and trim selected, cut and sewn, and the interpretation or a line-for-line copy ready for mass production within seven days.

Within a few more weeks, interpretations of the same designer's silhouette can be available for the customers of exclusive salons, middle-price department stores, mail-order houses, discount centers and even a few supermarkets. The fashion that was once the exclusive province of the wealthy is now within reach of the lowest-salaried working girl, at almost the same instant. It has to be. Next season is far too late.

By definition, a daily business. And daily, the business men and women of this world-wide City cock their ears to catch the faintest whisper of information about "what they're wearing."

For more than 50,000 subscribing citizens, that information appears daily in the pages of their global city newspaper, *Women's Wear Daily*, in the form of news and some 12,000 illustrations a year.

Like Fashion, the fashion news reported is a formula of People, Place and Time. It is written in professional fashion language for professional fashion People—the subscribers—about events at professional fashion Places: Paris during the openings; Biarritz in season; the Ascot Race track on the one important day of the year; a retail counter, or a merchandise manager's desk, or a knitting mill anywhere in the world.

And it is written with professional fashion Time in mind: well in advance of "current" fashion for designers and manufacturers and buyers, right now for promotion-minded retailers, but above all, *today* for the professional citizens of Women's Wear City who know that Fashion is by definition, a daily business.

Treating this world-wide industry as a single great city...and the vital part communication plays

Home Furnishings City: *furnishing the rose-covered cottage—for $25 billion*

As heterogeneous as a Mediterranean metropolis, Home Furnishings City embraces an immense diversity of trade and products...from mattresses to plastic dishes to high-fidelity phonographs to alabaster salt cellars. It utilizes 6 billion pounds of textiles, 2 million tons of steel, and enormous gulps of wood, paper, plastic, chemicals, leather and paint.

The product stream starts with a trickle in opulent designers' offices, runs babbling through specialty stores, swells to a roar in furniture stores, appliance outlets, department stores, discount centers, membership stores, co-operatives, warehouse outlets, trading stamp centers and door-to-door operations, and even washes into the backwaters of lumber yards and gas stations.

It's a product stream paid for with more than 25 billion personal consumption dollars in 1960, four times the value of home furnishings bought in 1939.

Some of the growth is due to an increased population and early establishment of separate households by young married couples. But much of it is due to the development of new product ideas.

NEW PRODUCT IDEAS

The appliance segment of this world-wide Home Furnishings City has contributed advances in television

sets, stereophonic phonographs, air conditioners, air purifiers, tape recorders, electric organs, no-frost refrigerators, electronic ovens, washer-dryer units.

Reconstituted wood core, stain-resistant furniture has come from the case-goods section of the City. Upholstered furniture is filled with new foams or fibers, covered with stain resistant fabrics and plastics. Draperies, floor and wall coverings are produced in "easy-care" materials.

The 1960's promise even greater developments, with increased use of electronics, plastics and chemicals—perhaps even atomic and solar energy—in home furnishings products.

NEW RETAILING IDEAS

The past few years have seen new ideas in retailing, too. The principal trend has been toward diversification of merchandise lines. For instance, appliance stores are branching out into furniture and other home furnishings lines, membership stores are adding grocery stocks, variety stores are selling end tables, supermarkets are offering dishes and housewares, drugstores are displaying waffle irons.

Everybody is getting into everybody else's business, with stock categories overlapping widely. The culmination seems to be a return to the general store, selling cheese, chisels and chairs. Today it is called the one-stop or the omnibus store, and the variety and volume are, of course, vastly greater.

Another trend has been to more units: for instance, there are 3500 shopping centers in the United States and Canada, most of them built in the past decade and all incorporating some kind of home furnishings outlet. A third trend is to more space: for instance, one shopping center contains one and a quarter *million* square feet, about 23 football fields.

Other ideas in retailing have led to the rise of discount centers and membership stores, the birth of hi-fi centers, the surge in suburban shopping centers, the growth of do-it-yourself shops with their supplies of paints, papers and fabrics, and the whole new category of stores catering to the indoor-outdoor life—such as garden supply centers and patio shops.

NEW MERCHANDISING, FOR NEW GROWTH

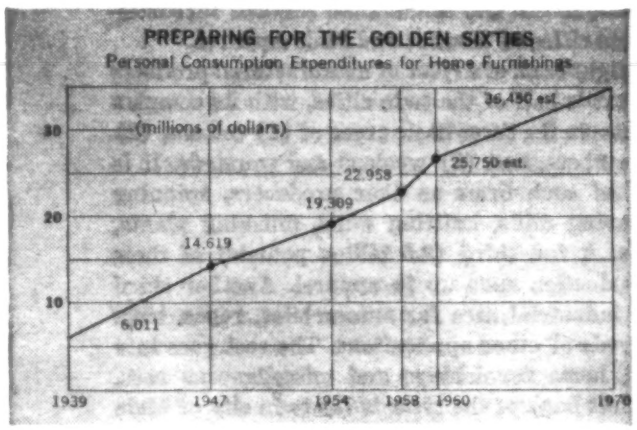
This new kind of size and variety, calls for a new kind of merchandising technique. Last year ushered in an era of new meaning for the words, "mass retailing." Mass buying decisions, mass marketing methods, mass merchandising activities will be conducted in bigger volumes than ever before. Creative selling on a volume basis, and cost-controlled production will assume greater importance.

As in all cities, the struggle for life in this International Home Furnishings City is based on learning, innovating and adapting. New methods, new ideas—and the company that puts them into effect first has the greatest chance for success—indeed, for survival.

New merchandising methods and ideas are the backbone of the news pages and the 12,000 annual illustrations in Home Furnishings City's daily newspaper, *Home Furnishings Daily*. Some 42,000 subscriptions (with an estimated 120,000 readers) keep alert citizens informed of daily changes in merchandising patterns, particularly now, during the wait for the Golden Sixties to gain the impetus promised by economists.

The 2,700 manufacturers in the City are ready for the big-boom-to-come. In 1958, they invested $81.5 million for increased production facilities.

The distribution arm of the City, too, will be ready for an estimated $36.5 billion volume by 1970—ready for new mass retailing ideas to spur home furnishings sales to new mass retailing heights.



PERSONAL CONSUMPTION EXPENDITURES FOR HOME FURNISHINGS
(1959—millions of dollars)

		% Chg. 1959/58
Furniture & Bedding	4,856	+ 7.9
Kitchen & Other Household Appliances	4,940	+ 9.5
China, Glassware, Tableware & Utensils	2,048	+ 3.4
Other Durable Home Furnishings	3,591	+ 5.2
Semi-Durable Home Furnishings	2,821	+ 6.7
Cleaning & Polishing Preparations, Misc. Household Supplies, Paper Prods.	3,111	+ 7.7
Radio, TV Records & Musical Instruments	3,497	+ 14.0
HOME FURNISHINGS TOTAL	24,775	+ 8.1

Treating this world-wide industry as a single great city... and the vital part communication plays

Textile-Male Apparel City: *sprawling megalopolis of fiber, fabrics, domestics, and male apparel interests*

Spread out around the economic globe is the rambling metropolitan area of Textile-Male Apparel City, a megalopolis of industrial and commercial suburbs surrounding the twin cities of Textiles and Male Apparel.

On the right bank of a river of manufactured products sits the Textile half of the twin cities, with its complex of industries in the three basic areas of (1) cottons, (2) man-made fibers, and (3) woolens and worsteds. It is composed of such firms as fiber producers, spinning mills, weaving mills, knitting mills, finishing plants, converters. A full third (2.5 billion pounds) of their textile production ends up in apparel. Another third goes into industrial uses for automobiles, ropes, bags and hundreds of other applications. The rest goes into domestics, home furnishings and miscellaneous uses.

On the left bank of the river is the twin city of Male Apparel, linked to its sister by the consumption of nearly 20 per cent of total textile output. It, in turn, is surrounded by the spreading suburbs of men's and boys' apparel wholesaling and retailing.

In these twin cities, the textile and apparel manufacturing elements alone create a megalopolis whose 1.3 million citizens would overflow Minneapolis-St. Paul, and whose 10,000 major (more than 20 employees) plants add $4.9 billion in manufacturing value to textile mill products, and earn another $4 billion in manufacturer's shipments of men's and boys' apparel.

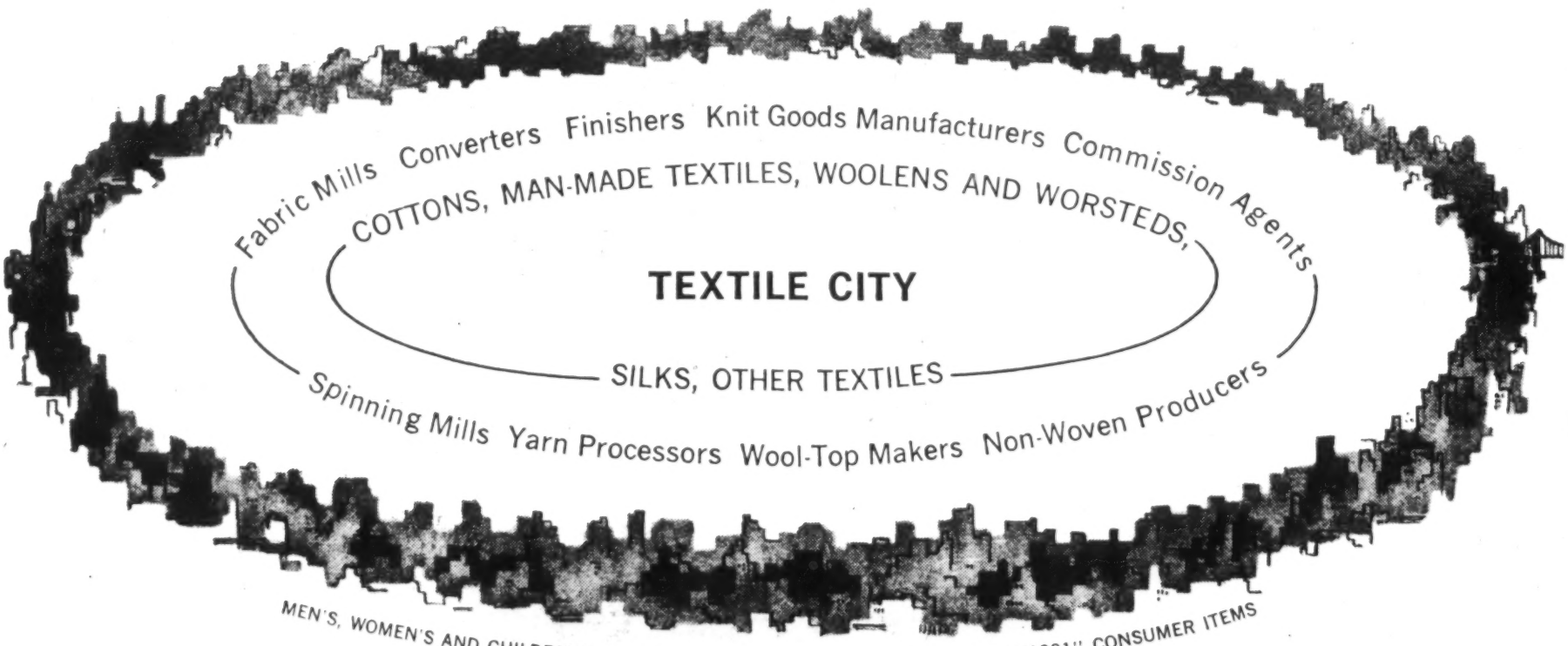
INTEREST IN THE END PRODUCT

Historically, the suburbs of these twin cities were distinctly separated into independent commercial areas, each producing a staple item or two through traditional production techniques. Mills, for instance, produced warm wool textiles and sold what they could. Clothing manufacturers made them into standard suits, and sold what they could.

But today, the clothing manufacturer must determine how many winter-weights, light-weights and mid-weights; how many synthetic fiber blends; and how many different models he can sell.

And the mills must decide with him what constructions, finishes, patterns will be salable. Together, they must consult with the fiber producers on one hand, the retailers on the other.

The Twin Cities of Textile-Male Apparel, megalopolis of manufacturing firms


Fabric Mills Converters Finishers Knit Goods Manufacturers Commission Agents
COTTONS, MAN-MADE TEXTILES, WOOLENS AND WORSTEDS,
TEXTILE CITY
SILKS, OTHER TEXTILES
Spinning Mills Yarn Processors Wool-Top Makers Non-Woven Producers
MEN'S, WOMEN'S AND CHILDREN'S APPAREL MANUFACTURERS, PRODUCERS OF "1001" CONSUMER ITEMS

$4.9 Billion in Manufacturing Value

The separation is no longer so distinct. The independent suburbs are blending into closer relationships through the congealing action of a new interest in the end product...and in the consumer's needs.

This new interest has been evolutionary, rather than sudden. Three factors involved are new products, new systems of production and administration, new methods of merchandising.

NEW PRODUCTS

Though their roots go back to the 1920's, the wealth of new products available has been developed mostly in the past decade. There are now 16 separate generic classes of man-made fibers, plus chemical finishes that add whole new elements of service and consumer appeal. Among them are products that resist crushing, wrinkling, spotting, mildewing, insect damage and offensive odors. Wash-and-wear finishes, whiter than white finishes and fast colors are taken for granted.

New production processes have contributed, too. During the 1950's, the textile industry invested more than $3 billion in improved plants and equipment. The trend toward automation of production, lamination of fabrics, the whole area of chemical production of fibers and finishes are examples of recent technical development. As a corrolary development, companies instituted scientific management of their operations.

NEW MERCHANDISING

Equally important is a new awareness of merchandising. The fashion promotion that has always been an integral part of the women's wear business is proving itself effective in men's wear, too, as attested by consumer interest in highly styled items.

Domestics, too, are being merchandised: witness fitted, colored, patterned and scalloped sheets; sculptured towels; lightweight, electric and germ-resistant blankets; drip-dry tablecloths; furry bath mats.

Related selling is more frequently practiced: towels are displayed with matching shower curtains, shirts are shown and sometimes boxed with harmonizing belts or ties. Packaging itself is receiving increased emphasis: boxed towel sets, three-unit underwear packs, transparent wraps for all kinds of products, even prepackaged slacks.

To top it all off, the Textile half of this world-wide City invested a record $35 million in trade and consumer advertising during 1959 to tell the general public about the advantages of various fibers and fabrics. Its parallel half, Male Apparel City, upped the advertising ante with a $21.2 million share.

That's pretty substantial proof of an interest in the end product...and in the consumer's needs. For those who evidence an interest, the rewards are great. For those who don't, the penalty is greater. Many of the top firms of 1910 no longer exist; others are subsidiaries of new parent companies. Those that have survived and grown have done so because of their ability to absorb and use information about changing patterns in products, production and merchandising.

For executive citizens of this international Textile-Male Apparel City, that information comes from the pages of their daily City newspaper, *Daily News Record*. Some 22,000 are subscribers, an estimated 80,000 are readers. Ever since daily service shed the light of information on the City's business conduct, this City newspaper has been recognized as the vital force in keeping its readers informed on technical, managerial and merchandising progress, with news and some 4500 illustrations a year. It weaves the fiber of City news into the fabric of essential information...the stuff from which Textile-Male Apparel citizens tailor success.

$4 Billion in Manufacturer's Shipments

Treating this world-wide industry as a single great city...and the vital part communication plays

Supermarket City: *big industry based on a nation of big appetites*

By definition, a supermarket is a big store. In addition to fitting the description of a complete departmentalized food store with at least the grocery section fully self-service, it must also do a million dollar volume annually.

In practice, the supermarket industry is a whale of a big business. Big enough to account for a whopping $34 billion sales volume in 1960—more than the automobile industry sells in three years.

Big enough to employ nearly a million citizens of Supermarket City. Big enough to move the output of 46,000 food processing and manufacturing firms. Big enough, with its suppliers, to spend as much money in advertising as the 100 leading advertisers put together.

And it is truly big business. The Great Atlantic & Pacific Tea Company, a 5 billion dollar operation, is the biggest chain of any type anywhere in the world. Safeway Stores, second largest in Supermarket City, ranks fifth in world standings. Sixty-one of the business firms located in this world-wide City list their stock on the exchanges, or offer them for over-the-counter sale.

The reason for the size of grocery sales is the oldest in the world. People must eat. Americans happen to eat more—and better—than any other national group. Since 1940, total retail grocery sales in the United States have more than quintupled: from an annual 8 billion dollars to 46 billion.

In the next ten years, the amount will soar to 75 billion dollars, with supermarkets anticipating a 90 per cent share in the take.

The rise is due to several factors: increased population; growing tastes—and budgets—for luxury foods; the rise in supermarket sales of non-foods—detergents,

toothpaste, dust mops, even mink stoles. Some experts estimate that supermarkets sell 80 per cent of the country's nylon stockings, 50 per cent of the cigarettes, 12 per cent of the phonograph records.

It is big idealogy, too. Like skyscrapers, jazz and the grid system of streets, supermarkets are peculiarly American. They are the symbols of abundant living, of prosperity, of "the American way of life." They are showcases for the products of American agriculture and industry.

Few foreign dignitaries visit the United States without devoting an hour or so to a supermarket tour. At trade shows in other countries, supermarket exhibits invariably rank high in crowd appeal. Visitors come to see, and stay to stare in amazement—and sometimes disbelief—at the quantity and variety of goods stocked in the typical supermarket: an opulence that is awesome by foreign standards.

BIG EXPERIMENTS

Big business conducts big experiments, and Supermarket City is no exception. Many major chains are experimenting with different types of outlets to find the best path to moving more food to more people, at less cost to the public, and to the store.

One grand experiment that's apparently here to stay is the "pretty" store. Pastel colors, piped-in music, artistic murals, esthetically pleasing architecture are involved. The reason, psychologists say that every woman is a queen in the supermarket. Queens feel more queenly in a regal setting.

Automated shopping is the next big project, and one that's underway on several levels. Conveyor belts are already standard in the latest supermarkets. Circular stores are being tried. Vending machines sell "weekend" necessities: coffee, milk, bread, butter, cold cuts—and change paper money, too.

Perhaps the ultimate in automated shopping will be reached with perfection of developmental electronic check-out attendants, which scan each purchase, read the price and automatically compute the total, including tax. Presumably, the consumer will automatically pay —with an automatic credit card.

BIG QUESTIONS

Big business is also heir to intriguing questions.

One question that Supermarket City must answer is: how big? How big can a *store* be? Some feel that any size is all right, and have created the omnibus store, where everything is sold. One Grandway center has a sales floor of 100,000 square feet (two football fields). As a super supermarket, it sells groceries, drugs, clothes (with a tailor on the premises), appliances, foreign automobiles and, as a promotion, small airplanes.

Other Supermarket City residents feel that increased profits lie in smaller outlets. They have created the "bantam," carrying only basic, fast-turnover items. Which is right? Both sides await information on results.

How big can a *chain* be? Market saturation is a specter that haunts new property and real estate managers. When new residential areas open up, there's a rush by competitive firms to serve the area with a shopping center, dominated, of course, by a supermarket.

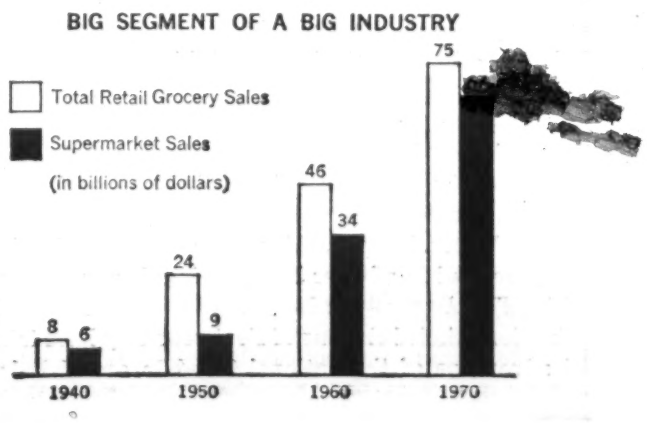
How big can *inventories* be? In 1928, the average grocery handled 867 different items. Today, the typical Supermarket City outlet offers 6,400 different items, with some handling 7,000. The typical outlet adds 6.8 new items and drops 4 old ones every week.

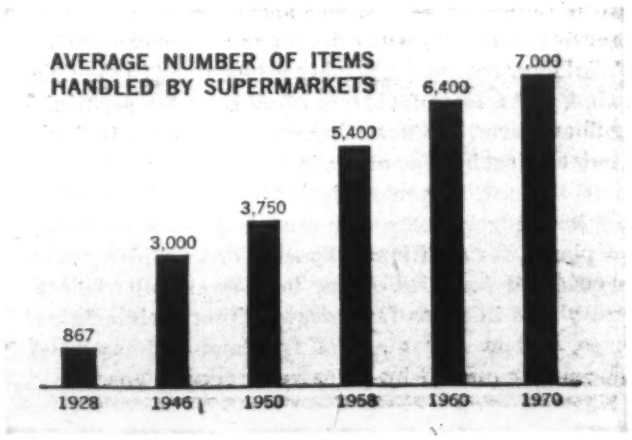
Where does the new stock go? On the shelf, somehow. Or, on pendant shelves, or pole displays, or hung from the ceiling. The fight for "good" shelf space is not always a figurative battle. At least one cookie salesman has blackened the eye of another over the ownership of a choice location.

BIG INDUSTRY

A big industry. But how big? How big per store? How many stores? How much stock? New answers are proposed—and tested—daily. Executive citizens of Supermarket City are vitally interested in the results. Some 55 thousand of them, with control over 97 per cent of chain store volume, look for the other man's answers in this far-flung City's weekly newspaper, *Supermarket News*.

What they learn will determine the answer to Supermarket City's question: Just how big is big enough?





Treating this world-wide industry as a single great city... and the vital part communication plays

Footwear City: *moving out to meet the customer*

In Seven-League boots of its own manufacture, Footwear City is moving out with giant strides to meet its customers: figuratively, through new production efficiencies and fashionable styling that cater to customers' desires at a price they can afford; and quite literally, through an expansion of distribution facilities that puts a shoe store within easy reach of everyone's feet.

With a population (250,000 business men and women) about equivalent to that of Chattanooga, Footwear City turns out enough footgear from 900 manufacturing firms to equip every American woman and with five new pairs of shoes a year. It provides men with two pairs, girls with three, and boys with one, for an average of about three and a half pairs of shoes per U. S. resident.

Though manufactured value is less than $4.00 a pair, the manufacturing section of the City does an annual business of $2.45 billion, better than three times its 1939 volume. Preliminary figures show that retail sales in 1960 should total $4.3 billion.

Keen competition, a hallmark of Footwear City, has in the past kept prices and profits down. But recent years have seen changes in both manufacturing and distribution areas of the City aimed at lowering production costs and increasing sales volume, in an effort to realize a better share of the profits that potentially exist.

LOWERED COSTS

One weapon in the control of costs lies in the field of machinery administration. Machinery firms are now offering a variety of plans from which the manufacturer may choose the one that offers him the best cost control: rental, with an outside maintenance contract; rental, with an internal maintenance staff; outright sale. Some manufacturers are even designing their own equipment.

Work flow reorganization is a major trend in the fight against costs. Manufacturers of all sizes are scrutinizing flow-charts, and upsetting the old routines in favor of new efficiencies. For many, it means investing to some extent at least, in new equipment—particularly materials handling systems. For others, it involves totally new plants, for additional capacity, or as replacements for outdated facilities. A few have even built replacement plants in areas far removed from their original homes, to take advantage of free-land and tax-relief inducements offered by industry-starved towns.

New products and production techniques offer cost control advantages and add a bonus in new selling arguments. Vulcanization, a process of attaching rubber or rubber composition soles to leather uppers, has already gained a strong foothold in work shoes and children's footwear. It's fast and it's salable (creates a waterproof seam), so it offers potential for further development.

Similar, but still experimental, is a process that fuses thermoplastic welts and soles. Manufacturers are also experimenting with injection molded plastic soles, and the industry has marketed plastic shoes produced, like toy soldiers, entirely by injection molding.

IMPROVED DISTRIBUTION

Novel as some production experiments may be, Footwear City's broadest move to meet the customer is in the area of distribution. Independent retailers are moving into new areas, opening new stores. Retail chains are expanding rapidly. The larger chains (100 or more stores) are adding new units at the rate of 5% a year, have increased sales 130% in the past 10 years. There are now some 3500 shopping centers in the United States and Canada, most of them built in the last decade and most of them with a shoe store or shoe department. Last year they sold 200 million pairs. Supermarkets, too, have added shoes to the product line, and are selling them at the annual rate of $20 million.

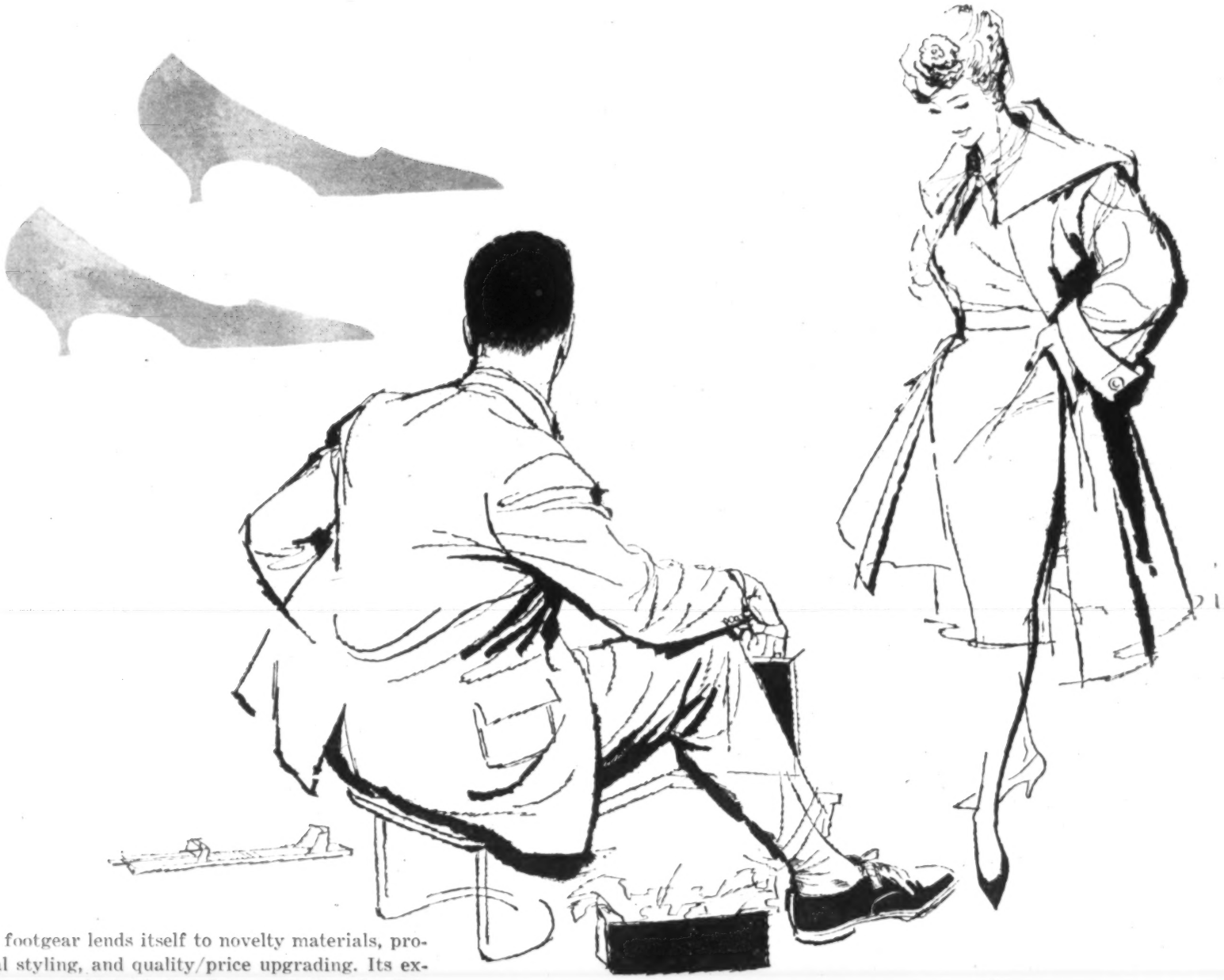
This emphasis on volume has given birth to the "free-standing" store—a single low building usually located on a highway site, and offering medium and low price, self branded or non-branded lines.

The independent retailer frequently concentrates on fit and service, also stocking the fringe sizes that customers can't easily obtain in the volume-sale stores. The chains tend to concentrate on fast, big turnover.

FASHIONABLE FEET

In Fashion, of course, Footwear City has always gone out to meet the customer, principally in women's shoes. Witness the recent overwhelming interest in spike heels and needle toes. Now, Fashion figures strongly in girls' shoes, too, and to a lesser but growing degree in men's and boys' footwear—the Italian influence, for example.

Fashion-minded citizens of Footwear City have taken full advantage of the national trend to casual living.



Leisure footgear lends itself to novelty materials, promotional styling, and quality/price upgrading. Its excitement potential is high, its sales are growing. Sandals and playshoes account for a full third of women's shoe production, not counting the rubber-soled canvas top items. And *they* have grown from an estimated 6.5 per cent slice of total 1952 shoe production to a hefty 10.5 per cent in 1958, for all ages and sexes.

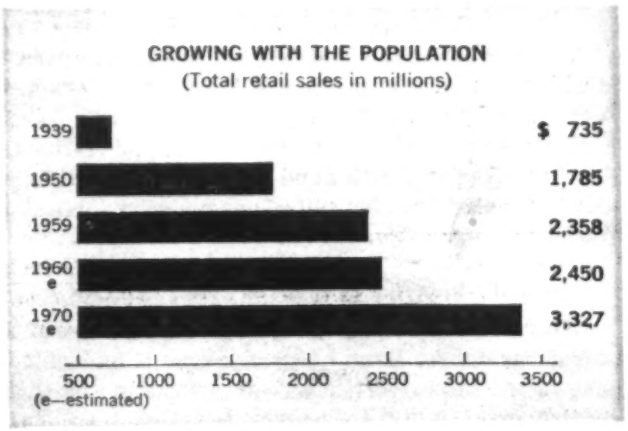
Tonight, even the man of the house, who traditionally has a smaller shoe wardrobe than his wife or children, is likely to slip into casual—rather than old—shoes for a brief spell of relaxation.

MERCHANDISING AGILITY

In moving out to meet the customer, the aggressive independents and the growing chains alike are eager to sharpen their merchandising agility.

The desire to learn is evidenced in the growth of Footwear City's weekly newspaper, *Footwear News*. In 15 years, the paper has moved up to first place in circulation among Footwear City's business men and women, with some 23,000 subscribers in all phases of the business: retailing, wholesaling and manufacturing.

And learn they will, for they are aggressive citizens of an aggressive City; embarking on a changing distribution pattern, experimenting with new production techniques, seizing every opportunity to merchandise: in short, a City that is moving out to meet the customer with ever-lengthening strides.



PRODUCTION, BY TYPE OF FOOTWEAR, 1959
(Thousands of Pairs)

Shoes, Sandals & Playshoes			
MEN'S Other than work	84,924	111,635	
Work	26,711		
YOUTHS' AND BOYS'		26,027	
WOMEN'S Dress and Work	189,074	294,923	547,949
Sandals and Playshoes (a)	105,849		
MISSES'		42,260	
CHILDREN'S		35,070	
INFANTS' AND BABIES'		38,034	
Athletic Shoes			7,278
Slippers for Housewear			
MEN'S, YOUTHS' AND BOYS'		16,625	70,770
WOMEN'S, MISSES', CHILDREN'S AND INFANTS'		54,145	
All Other Footwear			6,111
Shoes and Slippers, Except Rubber		TOTAL	632,108

Treating this world-wide industry as a single great city... and the vital part communication plays

Men's Wear City: *stimulating a renaissance in clothing interest*

A few years ago, the Ivy-League-look pushed its tentative tendrils out of college town shops, found root-holds in every consumer price level, took nourishment, flourished and blanketed the country with its pleatless, olive-green, natural-shoulder leaves.

More recently, the Continental look raced across the nation, adding a dash of Italian pepper to the ivy.

Now, the British may be coming. There's talk of supplementing the American male's suave, dashing Continental veneer with the smooth shell of the imperturbable, authentic Englishman.

Men's Wear City is jubilant over this renaissance of consumer interest in men's fashions.

In every discreet show window, traditional corner, and cutting room of this City of 56,000 retail outlets and 2,783 manufacturing firms, there is excitement.

For the American male's enduring indifference to fashion has been cracked, and there's anticipation of volume and profit to come.

Volume and profit to exceed the $8 billion in estimated 1959 retail sales of men's and boys' wear, for that figure includes only 18 million suits—one for every three adult males in the country.

INCREASING SHARE OF THE DOLLAR

Men's wear is steadily attracting a bigger share of the consumer dollar. Much of the increase is undoubtedly due to the increased promotional efforts of the City's businessmen. In 1956, they spent some $16 million in trade and consumer advertising. In 1959, they spent 33 per cent more—$21.2 million—as compared to a general advertising increase of 14 per cent.

The City's stimulation of the desire to "dress right" for *every* occasion has played its part in increasing the industry's sales volume. Sportswear and casual lines have boomed in keeping with the national trend to leisure living, carving out a new industry within the City.

All branches of the industry have benefitted from this new market. Clothing manufacturers are selling bigger volumes of sports jackets and slacks; knitting mills are turning out more shirt goods; hat people have developed a new market for lively headgear; outerwear in all types of casual shells and linings is finding great favor. But perhaps the biggest contribution made by this new market lies in the creation of significantly large new companies devoted entirely to sportswear.

How large? At last count ('54) sport shirts were bringing in $309 million. Shipments of slacks have climbed in value from $328 million in 1947 to $430 million in 1958. Production of men's sports and leisure jackets jumped from 7.9 million units in 1955 to 10.6 million units in 1958.

NEW PRODUCTS

New fibers, fabrics and finishes have decidedly boosted clothing interest. Just a few years ago, the "summer" suit was a luxury reserved for the wealthy. Today, the rarity is the white-collar worker *without* a suit in a synthetic fiber blend or treated cotton.

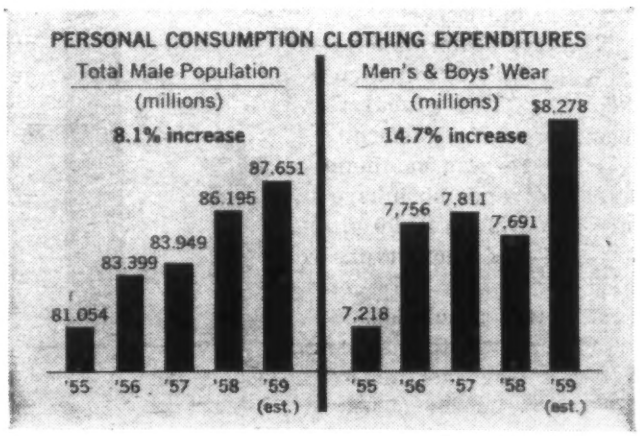
Nor is the American male's wardrobe interest limited to suits. New product ideas have been introduced—and promoted—in every field of apparel, from snap-brim sennit hats at the top, to muscle-supporting hosiery at the bottom, and from insulated underwear right through to knit-foam laminated outerwear. It's a list that includes the pile linings, new stain and water-repellent finishes, astrakhan hats, knits for shirts and coats, wash and wear for everything. The past few years have seen the development of dozens of legitimately *new* products that make men buy something new before their something old has worn out.

But compelling as new products may be, the major credit for the growth in Men's Wear City lies with the aggressive promotion of fashion. This keen new consumer interest in fashion, and the profit potential it bears, keeps retailers and manufacturers on their toes for the latest information on fashion trends and promotion possibilities.

The City's information source, *Men's Wear* magazine provides that information every other week for some 25,000 of this global City's business men and women.

Its news and comment on fashion trends both here and abroad, and its 2,000 annual sketches and photographs will continue to serve as a stimulant for the City population.

A stimulant to insure that this new consumer fashion interest does not die a-borning.



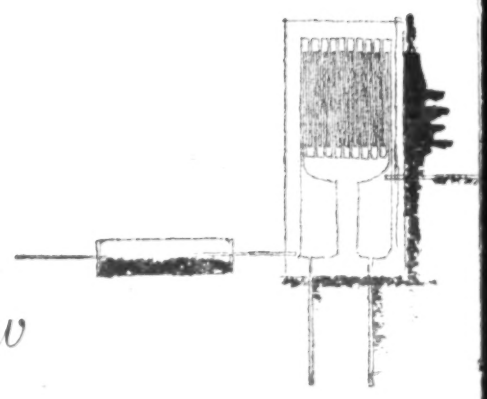
VALUE OF MANUFACTURERS' SHIPMENTS

(1958—millions of dollars)

Men's and boys' suits and coats	$1,274.5
Suit and coat findings (trimmings, linings, etc.)	40.0
Men's dress shirts and nightwear	966.2
Men's and boys' underwear	115.8
Men's and boys' neckwear	102.4
Men's and boys' cloth hats	69.1
Separate trousers	441.3
Work shirts	51.2
Miscellaneous men's and boys' clothing (including work and sport clothes)	1,004.1
TOTAL	**4064.6**

Treating this world-wide industry as a single great city...and the vital part communication plays

Electronics City: *reaching into tomorrow for today's ideas*



In business growth, as well as scientific development, Electronics City is rocketing through the borderline that separates today from tomorrow.

Twenty years ago, Electronics City produced $450 million in manufacturers' shipments. In 1960, shipments totalled $10 *billion*—a less-than-modest increase of an average half-billion dollars every year.

And that doesn't include the $15 billion that distribution, servicing and broadcasting add to the total.

City population has increased, too. From a half-million in 1950, it's risen to more than three-quarters of a million today, and should hit an even million by 1970.

It's a highly educated population. Upwards of 115,000 are engineers. The rest are mainly technicians and skilled workers.

ROCKETING FUTURE

Their future is about as bright as the exhaust flame of the missiles whose brains they build. The rate of dollar growth from here to 1970 is expected to double, adding a billion dollars to the total of each year's shipments of manufactured goods, until the $20 billion annual mark is reached.

From there, it's anybody's guess—anybody with a big enough imagination.

The influence of electronics on life of the future is calculable only in terms of the thirst of the mind—and that reaches into the meaning of life itself.

Videophones that let you see your caller; television sets a wall wide and inches thick; machines that read a typewritten page, summarize it and translate it into a different language; automatic supermarkets; automated farms; electronic surgery; electronic heat; electronic light; electronic credit cards.

They're already here.

EFFECT ON BUSINESS

What's left for the future? Plenty. Industry estimates for the sales of production-automation equipment alone range from $200 million to a full $1 billion by 1970. Spokesmen foresee the need to increase the Gross National Product not by two, three or five times, but tenfold...through automation.

The effect on business will be enormous. Electronics will speed distribution, advance education, solve merchandising problems, increase the consumer's life span.

It will not eliminate people, or work. It *will* change the ratio of production workers to distribution and service employees.

For automation equipment is essentially machinery that can do some of the work of the human brain. It's available today. Packaging it is the problem. The human brain contains approximately ten billion (10,000,000,000) memory cells. The larger computers have only a few hundred thousands (X00,000).

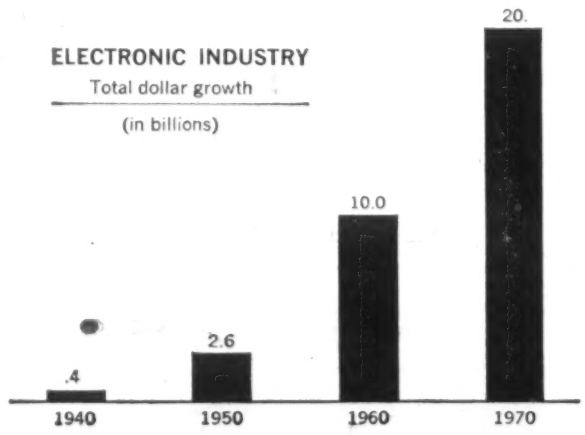
To bring the capacity of an electronic brain somewhere near that of a human brain, technical citizens of Electronics City have launched a development program of three parts: miniaturization, micro-miniaturization and molecularization. The first is the art of making things smaller to meet today's demands. The second is the art of making them *much* smaller for tomorrow's needs. The third involves the use of molecules themselves as components in electronic systems, so that a complete circuit of several components will fit into the period at the end of this sentence.

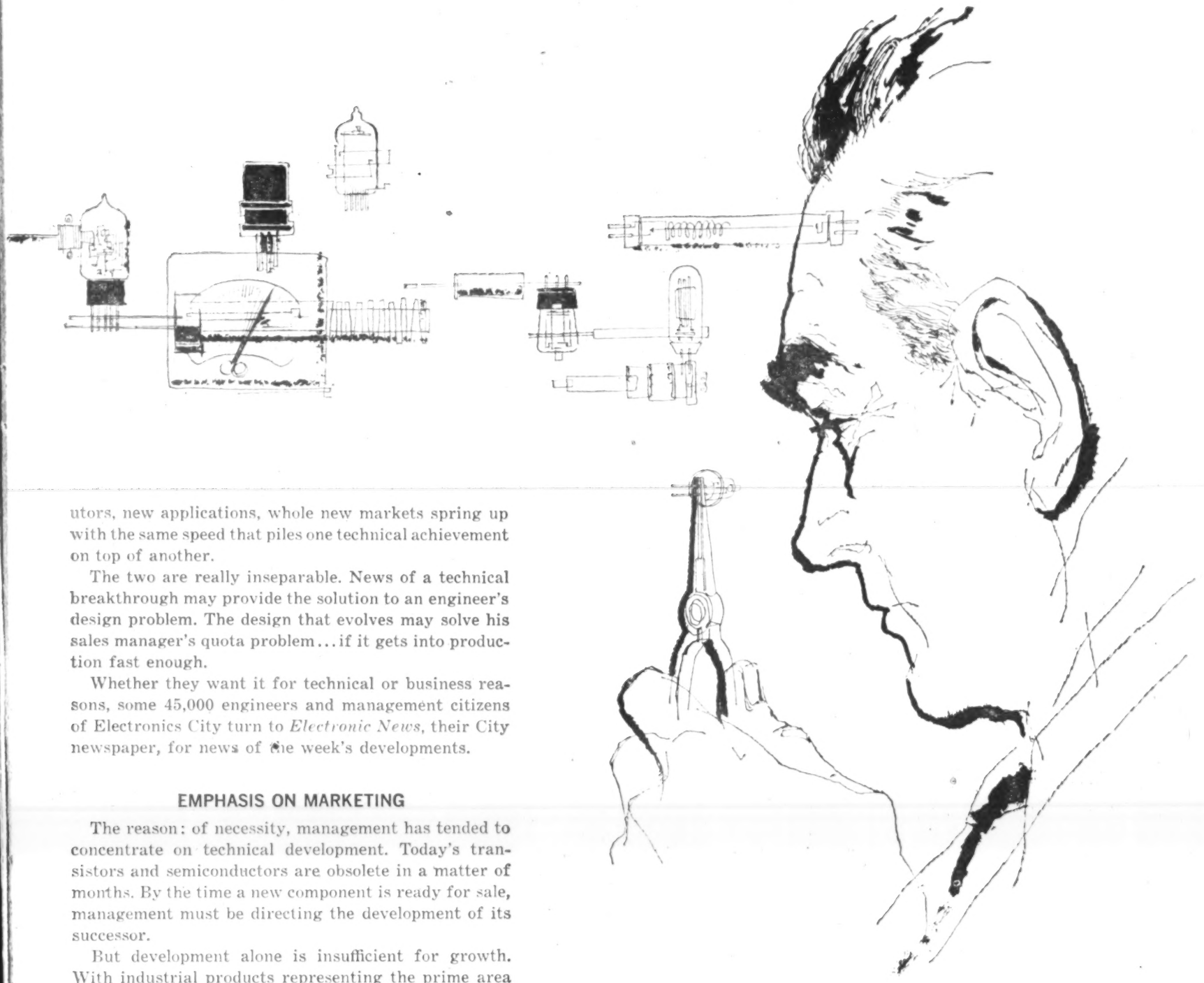
The demands are great, but the industry is confident that such development will be achieved within the foreseeable future. As an industry leader says, the next 20 to 50 years will see Buck Rogers blush for shame.

GROWING PAINS

With new *technical* developments evolving almost daily, the engineer and management man are hard put to keep up with their own specialized fields, let alone the state of the industry. They want information: fast and brief.

Information on *business* developments is equally essential. New contracts, new equipment, new distrib-





utors, new applications, whole new markets spring up with the same speed that piles one technical achievement on top of another.

The two are really inseparable. News of a technical breakthrough may provide the solution to an engineer's design problem. The design that evolves may solve his sales manager's quota problem... if it gets into production fast enough.

Whether they want it for technical or business reasons, some 45,000 engineers and management citizens of Electronics City turn to *Electronic News*, their City newspaper, for news of the week's developments.

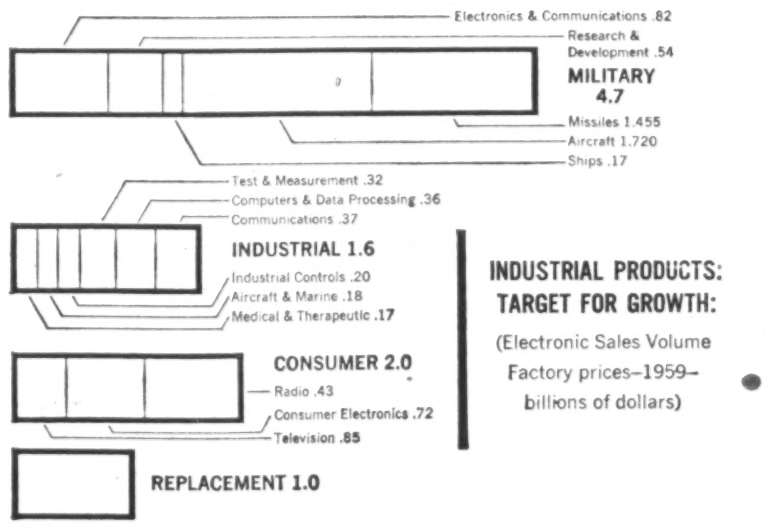
EMPHASIS ON MARKETING

The reason: of necessity, management has tended to concentrate on technical development. Today's transistors and semiconductors are obsolete in a matter of months. By the time a new component is ready for sale, management must be directing the development of its successor.

But development alone is insufficient for growth. With industrial products representing the prime area for increased sales and profits, Electronics City businessmen must also improve their knowledge of advertising, merchandising, market research, distribution systems...all the many functions that add up to marketing. All the functions on which intelligent but inexperienced managements need current information.

It is the sale of industrial products that will bring about the automated factory, the utilization of solar energy, the spurt in educational, commercial, medical and agricultural progress. The goal is the blue sky. The prize for the electronics firms that succeed is equality with DuPont and General Foods.

It is little wonder then, that Electronics City is adding an emphasis on marketing to its emphasis on basic research. The task of learning *how* is enormous. But the prize is blue-sky high...and within reach.



FAIRCHILD EXPANDS COVERAGE TO SERVE TWO MORE GREAT CITIES

Metalworking City: *basic products make it the cornerstone community of industrial America*

Iron-shod, steel-muscled and copper-nerved, Metalworking City looms squat, broad and bulking on the skyline of commercial America. It is the basic City in this country's complex of industrial communities.

Seven million citizens—almost the population of New York—work in its factories and warehouses. Stamping, rolling, grinding, forging, assembling, they produce 28 per cent of the nation's annual production value: $140 billion worth of primary metals, machinery, fabricated metal products, transportation equipment.

It is a huge City, mightiest of the great cities of commerce and industry. It is a City with a need. It has had no industry-wide news service.

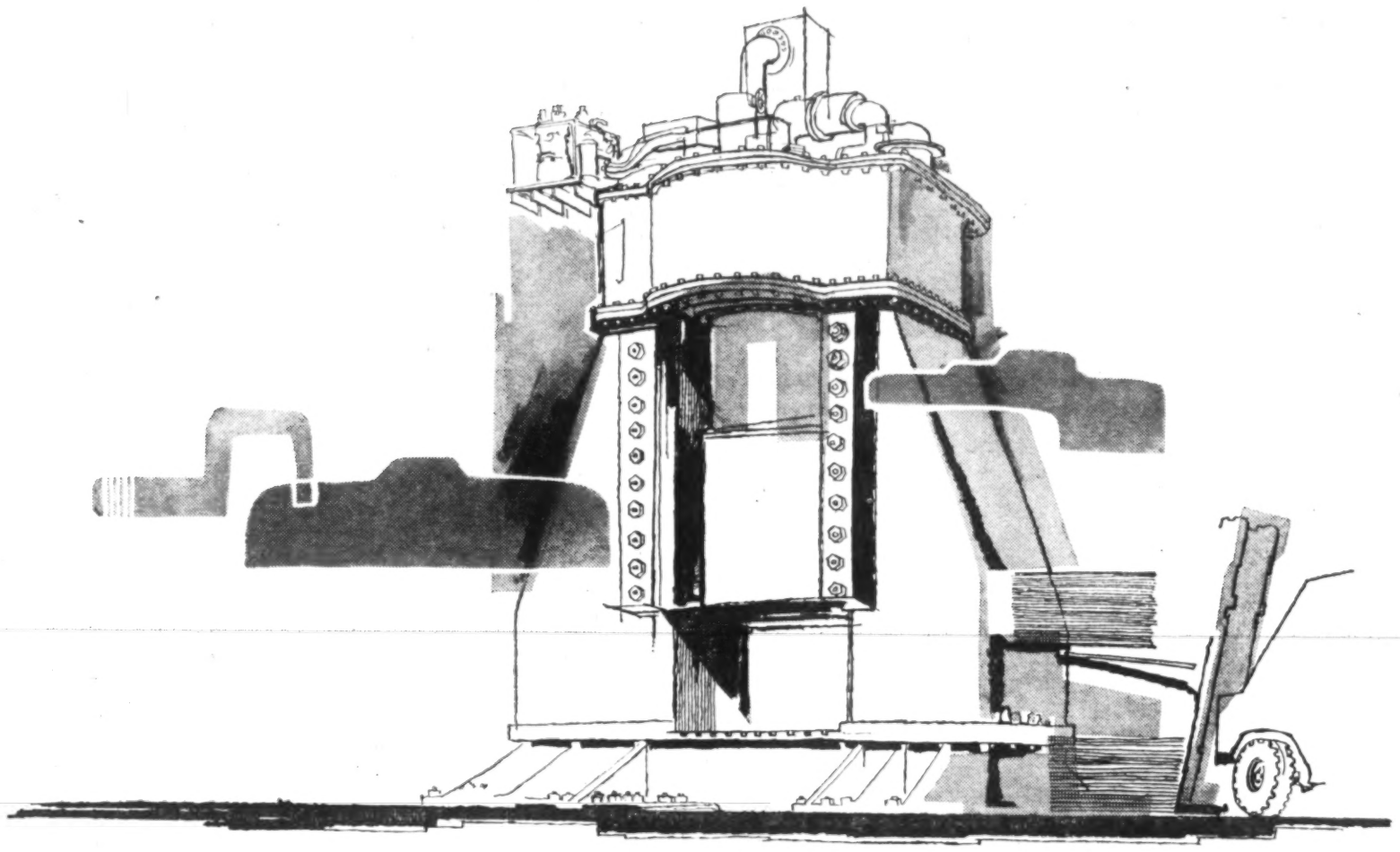
On October 10, Fairchild Publications, Inc. initiated weekly coverage of business news for the business men and women of Metalworking City with a new publication—*Metalworking News*.

In the few weeks since its birth, metalworking executives have shown the service is needed. Subscriptions are rolling in at the rate of more than 500 a week.

In addition to general news of major significance, *Metalworking News* departments include categories covering tooling and manufacturing; parts and components; metals; financial—to serve the interests of administrative, sales, production, engineering, design and purchasing executives in Metalworking City.

It is a service that fills a most important function for a most important industry.

Metalworking News
Boom Seen For Europe In '63 by UN
Shell Production Method Studied for Wider Use
Steel Foundries Now Working at



Drug Market City: *blend equal parts of ethics and promotion; shake well*

Drug Market City skyscrapers are a curious amalgam of promotional and professional building blocks. Above ground—in the front of the store—one sees a tower of perfume and soap, toys and notepaper, radios, work pants and banana splits. They are products subject to heavy promotion, sensational deals, boldly marked price tickets: merchandising in its most exciting forms. But the back of the store—the foundation of each building in the City—is a solid structure of highly ethical, highly professional pharmaceutical products.

The entrepreneur of this fantastic blend is himself a hybrid: part practitioner, part merchandiser.

In his personal makeup, it is the professional half that dominates. Some 83 per cent of the 56,200 drug stores in Drug Market City are individual businesses independently owned and operated—usually by a pharmacist imbued with a sense of public service and cognizant of his role as a primary link between doctor and patient.

But in the product mix, it is the merchandisable portion that dominates the sales volume of Drug Market City. In addition to prescription and over-the-counter drugs, the sale of toiletries and cosmetics, tobacco and candy, fountain-luncheonette goods and the wonderfully varied category of "sundries" has pushed total volume to a respectable $7.7 billion in drug stores alone. Drug Market City overflows into department stores, supermarkets, and variety stores to a total industry retail volume approaching 10 billion dollars.

It is a complex array for which the inhabitants of Drug Market City are responsible. So complex, that it has led to a trend toward the vast "one-stop" outlet selling almost any type of merchandise imaginable.

This year, Fairchild Publications, Inc. will introduce a newspaper designed to serve the information needs of both halves—ethical and promotional—of this hybrid citizen of Drug Market City.

Washington staff members regularly attend Presidential press conferences.

Show time. What's selling; who's buying; how much?

In Business Cities...

On any newspaper, reporters are assigned "beats"—regular sources of news which are constantly checked to make sure no information goes unnoticed. For most reporters, such a beat may include the mayor's office, city council, police headquarters. The Fairchild reporter covers these too, for news of taxes, regulations and laws that affect business, but his beat emphasizes the offices of corporation presidents, the headquarters of labor unions, designers, merchandise managers, retailers, bankers, the annual convention, the regional show, the plant manager.

And reporters work together. Telephone and telegraph put correspondents covering the Des Moines retailer and the Pittsburgh manufacturer as close as reporters working beats in the same city block.

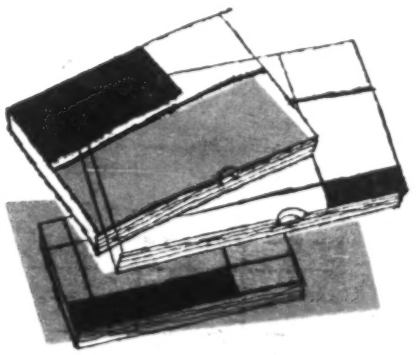
No matter where news breaks in one of these world-wide Business Cities, a reporter is there—and communication is swift.

So swift, that a story of just-average importance can be covered, reported to headquarters, edited, headlined, typeset, proofread, matted, plated, printed and on its way to the reader in half an hour. It has been done in 20 minutes.

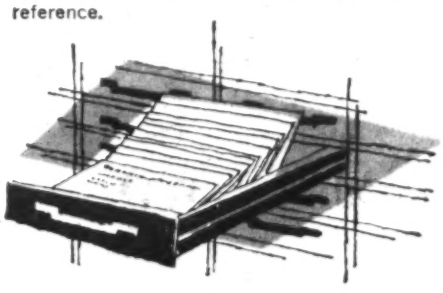
Business decisions depend on it.

8 service departments

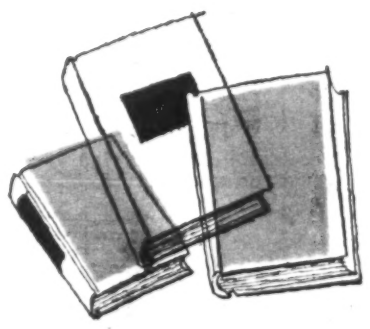
offer fast information, too



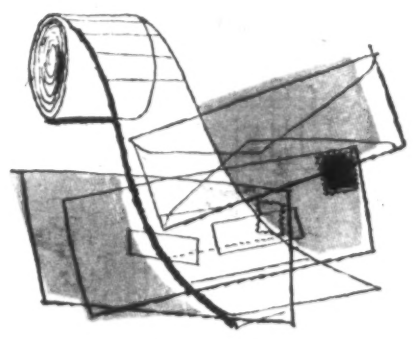
Directory Department: Publishes a series of pocket-sized directories providing information on manufacturers and representatives from whom merchandise is available. Used by merchandising executives as a desk top reference.



Inquiry Department: Handles some 403 mail and telephone requests for information weekly, primarily on sources for merchandise. A brand name file lists 100,000 brand names.



Book Department: Offers permanent titles covering aspects of retailing, merchandising, design and manufacturing. How-to books, financial manuals, dictionaries, histories, pamphlets and special office forms.



List Division: Rents specialized lists for direct mail promotion. Lists may be tailored geographically, by job titles, industries, types of products sold or manufactured.

A hot promotion idea can be adapted by readers throughout the business city.

Paris fashions are an important influence on domestic textiles and apparel offerings.

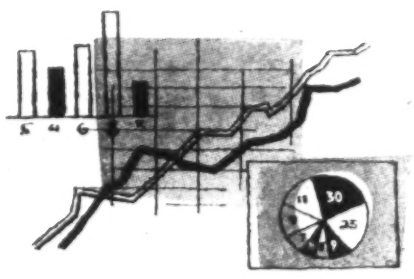
decisions depend on fast, local news coverage

A new Japanese product: what's the price? How good is it?

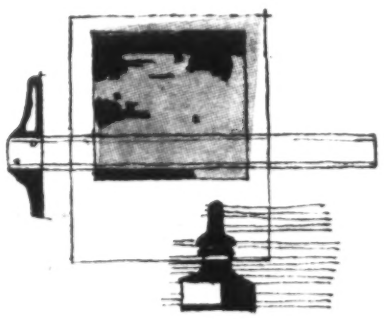
A promotion, a new job, a death: a change in buying influence.

News isn't the only information available to citizens of Business Cities. Eight Fairchild departments offer fast information and ideas on everything from the number of color TV sets sold last year to books on gift wrapping. The facilities are available to all business citizens.

Reference Morgue: Maintains files of more than a million news clippings and 650,000 biographies of prominent business citizens.



Market Research Department: Anticipates changes in manufacturing, distribution patterns. Conducts market analyses, performs trade surveys, calculates trends for editorial staffs and outside firms. Provides any type of business statistical data.



Advertising Service: In cooperation with advertising agencies, implements market research data with recommendations on new product introduction, helps advertisers plan campaigns, copy and layouts for greatest effect on Fairchild publication readers.

Costume Library: Supervises a unique collection of books and scrapbooks on costume, fabric, and home furnishings design, as reference for designers.

There is rarely a need to fly a reporter to the scene.
One is already there.

Headquarters with 1200 people
* 38 News Bureaus
Correspondents

ALABAMA
Birmingham
Mobile
Sheffield

ALASKA
Anchorage
Juneau

ARIZONA
Phoenix
Tucson

ARKANSAS
Fort Smith
Little Rock
Russellville

CALIFORNIA
Berkeley
Fresno
Laguna Beach
* Los Angeles
Oakland
Pacific Palisades
Riverside
Ross
Sacramento
Salinas
San Carlos
* San Diego
* San Francisco
Santa Barbara
San Mateo
Seal Beach
Van Nuys

COLORADO
Colorado Springs
* Denver
Grand Junction
Pueblo

CONNECTICUT
* Bridgeport
Hartford
Middletown
New Haven
Norwalk
Norwich
Waterbury

DELAWARE
Wilmington

DISTRICT OF COLUMBIA
* Washington

FLORIDA
* Jacksonville
Lakeland
* Miami
Palm Beach
St. Petersburg
Sarasota
Tallahassee
Tampa
Winter Park

GEORGIA
Athens
* Atlanta
Augusta
Columbus
Gainesville
La Grange
Macon
Rome
Tifton
Savannah
West Point

HAWAII
Honolulu

IDAHO
Boise
Lewiston

ILLINOIS
* Chicago
Rockford
Peoria
Rock Island
Springfield

INDIANA
Columbus
Evansville
Fort Wayne
* Indianapolis
South Bend

IOWA
Ames
Davenport
Des Moines
Mason City
Newton
Sioux City

KANSAS
Hutchinson
Salina
Topeka
Wamego
Wichita

KENTUCKY
Louisville

LOUISIANA
Baton Rouge
Lafayette
New Orleans
Shreveport

MAINE
Auburn
Augusta
Portland

MARYLAND
* Baltimore
Cumberland
Hagerstown
Salisbury

MASSACHUSETTS
* Boston
Fall River
Fitchburg
Haverhill
Lawrence
Lowell
New Bedford
Pittsfield
Springfield
Worcester

MICHIGAN
Adrian
Ann Arbor
Bay City
* Detroit
Flint
Grand Rapids
Jackson
Lansing
Marquette
Pontiac

MINNESOTA
Chisholm
Duluth
Faribault
* Minneapolis
St. Paul

MISSOURI
Columbia
Illmo
Jefferson City
Joplin
* Kansas City
* St. Louis
Sedalia
Springfield

MONTANA
Billings
Great Falls

NEBRASKA
Lincoln
Omaha

NEVADA
Las Vegas
Reno

NEW HAMPSHIRE
Concord
East Concord
Manchester

NEW JERSEY
Atlantic City
Atlantic Highlands
Elizabeth
Hackensack
Haddonfield
Mount Holly
Newark
New Brunswick
* Paterson
Plainfield
Princeton
Trenton

NEW MEXICO
Alamogordo
Roswell
Santa Fe

NEW YORK
Albany
Amsterdam
Auburn
Binghamton
Buffalo
Elmira
Gloversville
Ithaca
Jamestown
Massena
Mineola
Newburgh
New York
Otisville
Plattsburgh
Portchester
Poughkeepsie
Rochester
Suffern
Syracuse
Troy
Utica
Watertown
White Plains

NORTH CAROLINA
Asheboro
Asheville
Burlington
* Charlotte
Durham
Fayetteville
Gastonia
Goldsboro

International coverage—but truly "local"

Fairchild reporters cover their cities

Greenville
Hendersonville
Hickory
* High Point
Kannapolis
Laurinburg
Leaksville
Lenoir
Lincolnton
Lumberton
Monroe
Morganton
New Bern
Pinehurst
Raleigh
Reidsville
Rockingham
Rutherfordton
Salisbury
Shelby
Southern Pines
Statesville
Sumter
Traphill
Wadesboro
Wilson
Winston-Salem

NORTH DAKOTA

Bismarck
Grand Forks

OHIO

Akron
Canton
* Cincinnati
* Cleveland
Columbus
Dayton
Defiance
East Liverpool
Elyria
Findlay
Lima
Mansfield
Martins Ferry
Middletown
Painesville
Portsmouth
Sandusky
Springfield
Toledo
Youngstown
Zanesville

OKLAHOMA

Bartlesville
Oklahoma City
Tulsa

OREGON

Corvallis
Klamath Falls
Pendleton
* Portland
Springfield

PENNSYLVANIA

Allentown
Altoona
Bloomsburg
Easton
Erie
Havertown
Hazleton
Johnstown
Levittown
Meadville
* Philadelphia
* Pittsburgh
Pottstown
Reading
Scranton
Shamokin
Wilkes-Barre

RHODE ISLAND

* Providence

SOUTH CAROLINA

Aiken
Anderson
Bennettsville
Charleston
Clemson
Columbia
Florence
* Greenville
Greenwood
Lancaster
Myrtle Beach
Pickens
Rock Hill
Spartanburg

SOUTH DAKOTA

Sioux Falls

TENNESSEE

Bristol
* Chattanooga
Knoxville
Memphis
Nashville
Oak Ridge

TEXAS

Amarillo
Austin
Beaumont
Corpus Christi
* Dallas
El Paso
Fort Worth
Galveston
Harlingen
* Houston
Laredo
Odessa
Rio Hondo
San Angelo
San Antonio
Tyler
Victoria
Waco
Wichita Falls

UTAH

Ogden
Salt Lake City

VERMONT

Burlington
Montpelier

VIRGINIA

Bedford
Charlottesville
Galax
Luray
Danville
Lynchburg
Martinsville
Norfolk
Richmond
Roanoke
Suffolk
Winchester

WASHINGTON

Aberdeen
* Seattle
Spokane
Tacoma
Walla Walla
Yakima

WEST VIRGINIA

Charleston
Clarksburg
Huntington
Martinsburg
Parkersburg
Wheeling

WISCONSIN

Green Bay
Kenosha
Madison
* Milwaukee
Racine
Sheboygan
Shorewood
Wausau

FOREIGN

ARGENTINA—Buenos Aires
AUSTRALIA—Melbourne, Perth, Sidney
AUSTRIA—Vienna
BELGIUM—Brussels
BRAZIL—Rio de Janeiro, Sao Paulo
CANADA—Edmonton, * Montreal, Ottawa, Toronto, Vancouver, Windsor
CANAL ZONE—Balboa Heights
CHILE—Santiago
CHINA—Hong Kong
COLOMBIA—Bogota
ENGLAND—Bradsford, * London, Manchester
FINLAND—Helsinki
FRANCE— * Paris
GERMANY— * Frankfurt
GREECE—Athens
INDIA—Madras, New Delhi
IRELAND—Belfast
ISRAEL—Tel-Aviv
ITALY— * Milan
JAPAN—Kobe, * Yokohama
MALAYA—Singapore
MEXICO—Mexico City
NEW ZEALAND—Wellington
OKINAWA—Naha
PAKISTAN—Karachi
PHILIPPINES—Manila
PUERTO RICO—Santurce
SOUTH AFRICA—Johannesburg
SPAIN—Madrid
SWEDEN—Stockholm
SWITZERLAND—Geneva, Zurich
URUGUAY—Montevideo
U.S.S.R.—Moscow

from 383 locations

Reporters Take Pride In

...Businessmen get the benefit of concise, accurate information. These reporters, among

Don Baines, Chicago Bureau
An overall picture of the competitive situation among supermarkets in farm towns of Illinois, Indiana and Iowa. —*Supermarket News*

Farm Town Operators Eye Threat

Mary Bubb, Winter Park, Fla.
Article covering the launching of Explorer III at Cape Canaveral, which gave the electronics industry its first detailed information. —*Electronic News*

Explorer III May Be Short Lived

Larry Cafiero, New York
Report on the improper practices utilized by some merchants to obtain appliances which they are not franchised to sell. —*Home Furnishings Daily*

Smaller Operators Replacing Giants

Sara Dunbar, Atlanta Bureau
Coverage of new fashions seen at the Greenbriar resort hotel, which provided a preview of fashions likely to be popular. —*Women's Wear Daily*

Cross-Section of Typical U.S. Fashions

Jerome Frank, Richard Atkins, New York
Joint responsibility for an article on the reliability of electronic weapons systems. —*Electronic News*

Government Asked to Fund Reliability

Art Garel, Washington Bureau
Two and a half month beat on U. S. Department of Agriculture recommendations on restricting import of cotton textiles. —*Daily News Record*

Hear Benson Okays NCC's Curb Petition

Les Gilbert, Los Angeles Bureau
Articles developed from a series of forums concerning profitable marketing of major appliances and television sets. —*Home Furnishings Daily*

Making Profit in 1960 Theme of HFD Forum

Fast Work Done Well

others, received company awards for outstanding News and Ideas Reporting.

John Kovac, New York

Article on method of raising capital for new independent food retail outlets and for expansion of existing stores. —*Supermarket News*

Independents Expand Via Debentures

Edward McLaughlin, Philadelphia Bureau

Series on executive changes at City Stores Company, which affected more than 70 department and specialty stores in several states. —*Women's Wear Daily*

A. M. Greenfield Retires as Bankers' Board Head

Mary Merris, Chicago Bureau

Two beats in reporting the sale of Sunbeam appliances direct to Sears-Roebuck stores, rather than through distributors. —*Home Furnishings Daily*

Hear Sears Buys Sunbeam-Tagged Electrics Direct

Sidney Rutberg, New York

Article on precautions necessary in issuing credit to firms which have filed for settlement of previous debts. —*Daily News Record*

New Credit to Chap. XI Firms Poses Knotty Problem

Toshio Yoshimura, Japan Bureau

Series of stories on the Japanese development of the tunnel diode, a major breakthrough in the electronics industry. —*Electronic News*

Esaki Diode Computer Seen Closest to Brain

...No matter where they work

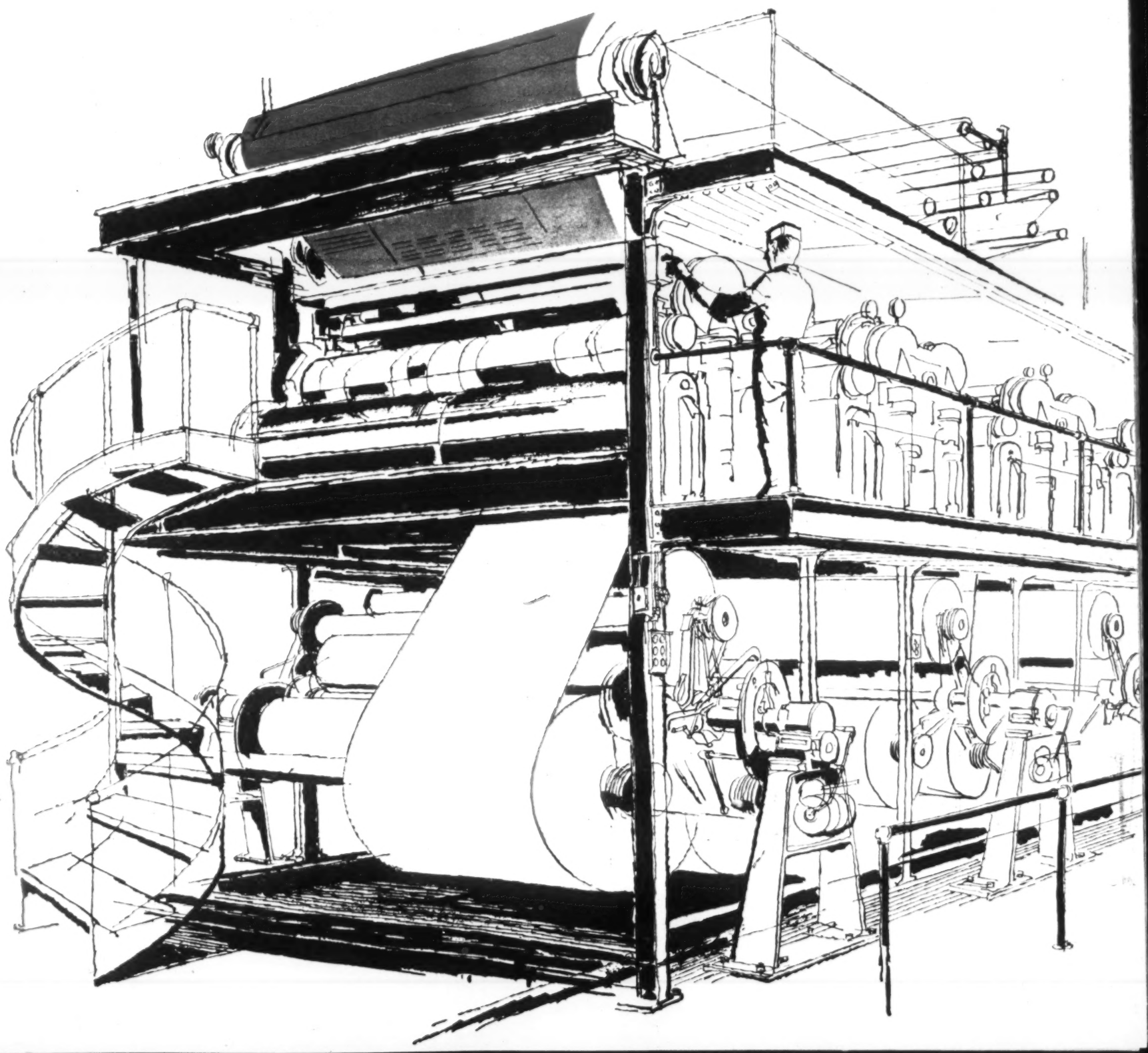
To encourage good business news reporting in media other than Fairchild Publications, the company last year established the annual E. W. Fairchild award, in memory of the founder. The award goes to a correspondent outside the company, for excellence in reporting foreign business news. It is administered by the Overseas Press Club, which honored Mr. Peter Weaver, Mexican Bureau Chief of McGraw-Hill World News, for coverage of Mexican and Cuban business news.

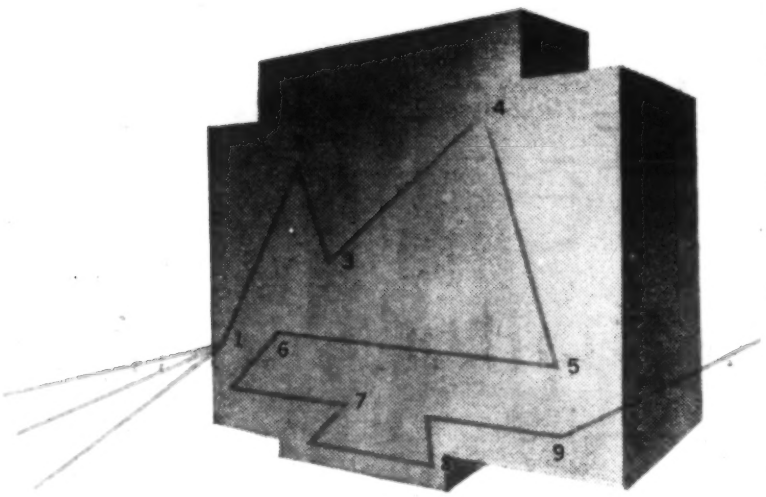
To encourage good business communication techniques

Fairchild Publications, Inc. has recently endowed the Fairchild Chair of Communications at the Fashion Institute of Technology in New York. The Fairchild Professor of Communications will initiate research and conduct seminars in the problems of effective business communications. The results will be woven into academic instruction at FIT, and will be fed back to industry, in an effort to increase the clarity of communications between one businessman and another, one company and another, one industry and another, and between business and all other elements of the population.

News can speed from
the source to the page
in half an hour

666 Newspapers fly from





1 In from the field to the Wire Room

2 Reporters and Editors, Artists, Photographers for illustration, coordination with other information, placement on page

3 Copy Desk for checking, headline

4 Composing Room for typesetting

5 Proofreading for checking

6 Makeup–placing type in page forms

7 Stereotype for matting, plating

8 Press for printing, folding

9 Shipping for labeling, bundling, delivery

the press each minute

No time is lost in speeding the news to the business citizen who needs it. The facilities of Fairchild Publications, Inc., are rated among the finest—and the fastest—in the country.

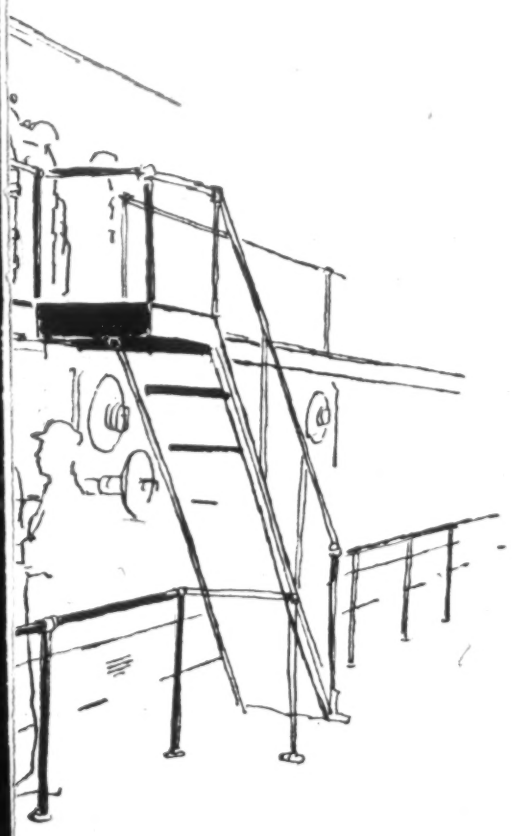
They include the first full-color newspaper printing equipment in New York City, installed in 1959.

This section was prepared entirely by mechanical facilities available every day to editors, to advertisers and their agencies.

interesting Fairchild statistics

- 3 daily newspapers
- 4 weekly newspapers, plus 5th planned for '61
- 1 semi-monthly magazine
- 14 trade directories
- business books, financial manuals
- over 272,000 subscriptions
- over 1,000,000 readers
- Founded 1890
- 95% U.S. daily newspapers have less circulation
- 38 news bureaus
- mechanical department can handle 400 pages at one time
- 1200 people in N.Y. office
- 45,000 stories processed each week
- 38 typesetting machines
- 40,000,000 newspapers per year
- $6 million spent for news annually
- 650,000 biographies on file
- 26,343,219 lines of display advertising in 1960
- 1,464,390 lines of classified advertising in 1960
- press capacity: 192 pages, plus colors
- press speed: 666 copies per minute
- 18 cities connected to N.Y. headquarters by direct wire
- 860,665 extra copies distributed at 496 trade shows in 1960, for readers away from office
- $1,700,000 paid for subscriptions annually
- over $1 million in classified advertising 1960
- 830,000 newspapers every week
- 1702 editions of Men's Wear Magazine published 1890 through 1960
- 20,992 editions of Daily News Record published 1892 through 1960
- 14,129 editions of Women's Wear Daily published 1910 through 1960
- 4,227 editions of Home Furnishings Daily published 1931 through 1960
- 843 editions of Footwear News published 1945 through 1960
- 453 editions of Supermarket News published 1952 through 1960
- 238 editions of Electronic News published 1957 through 1960
- 12 editions of Metalworking News published October through December 1960

Fairchild Directories published since 1901



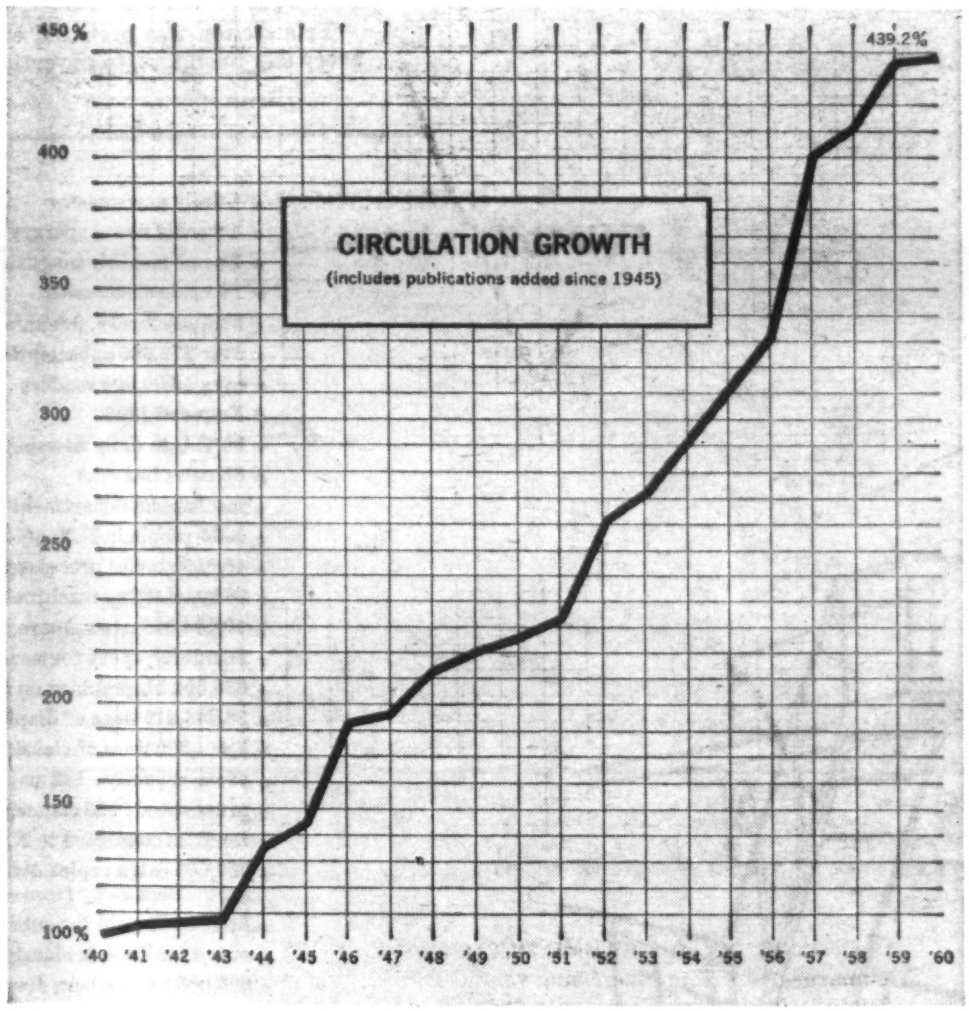
ABC

Business News is Big Business

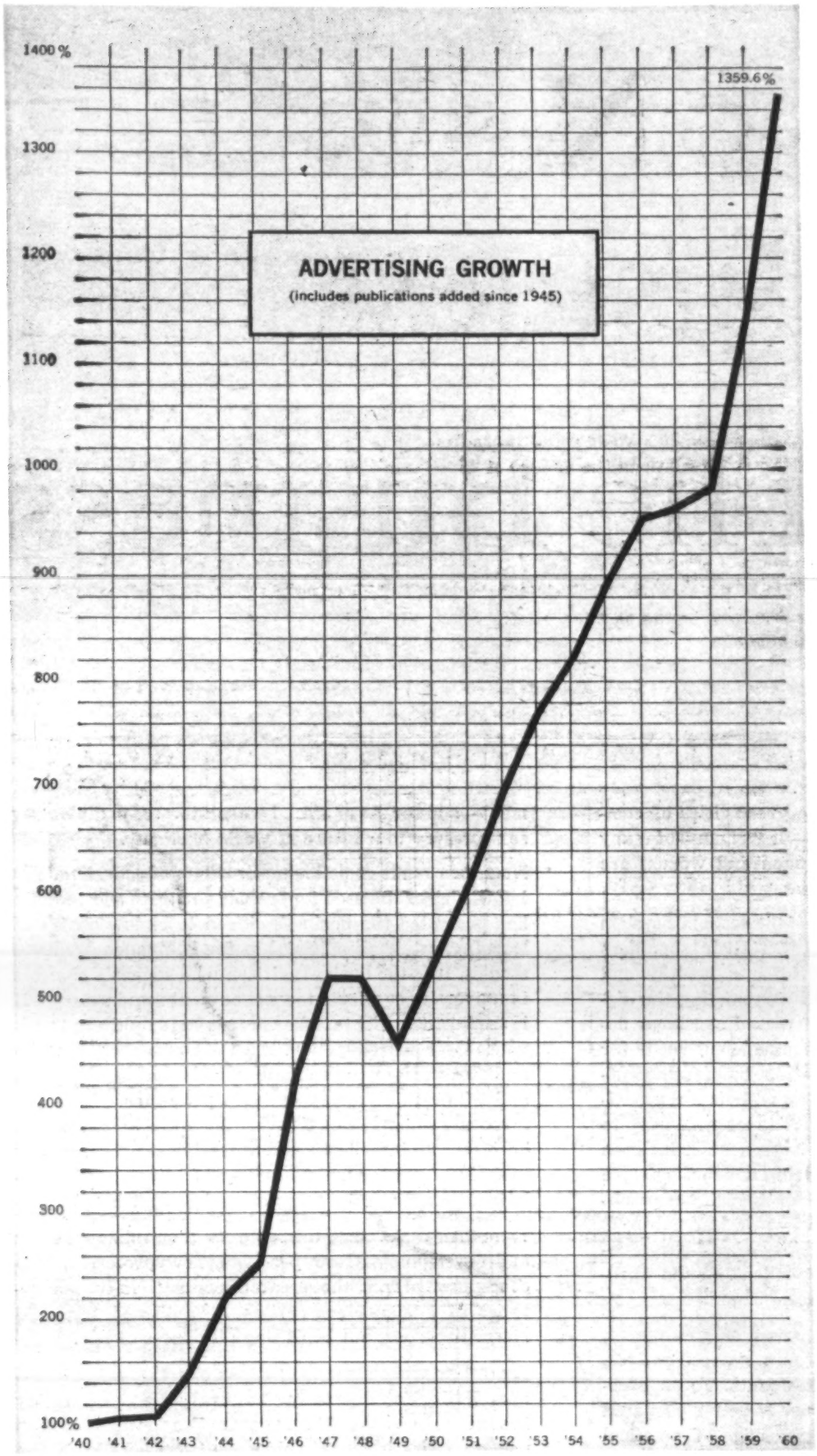
Among *all* national publications in the United States, Women's Wear Daily ranks first, Home Furnishings Daily second and Daily News Record ninth in the volume of advertising pages for 1959, the latest year of record.

Advertisers ran *twice as many* square inches of advertising in Fairchild publications as in the combined total of Life, Look, Saturday Evening Post, Time, Newsweek, U. S. News & World Report, Business Week, Ladies' Home Journal and Reader's Digest.

Subscribers, too, believe in the vitality of business news. In the past ten years, subscriptions to Fairchild publications have doubled.



IN 20 YEARS, FAIRCHILD CIRCULATION QUADRUPLES
Comparison of total paid circulation for 1940 to 1960 in percentages, with 100% as a base for 1940.



ADVERTISING DOLLAR VOLUME MULTIPLIES 13 TIMES
Comparison of dollar advertising volume in Fairchild publications for 1940 to 1960 in percentages, with 100% as a base for 1940.

MEN'S WEAR
Editor, Walter H. T. Raymond
Associate Editor, William J. Ullmann
Associate Editor, Stanley E. Gellers
Advertising Director, William D. Williams

DAILY NEWS RECORD
Editor, Stephen S. Marks
Associate News Editor, Kenneth Howry
Dry Goods Editor, Herman Shaps
Men's Apparel Editor, Bernard Frank
Advertising Director, Emery P. Laskey
Assistant Advertising Director, Bertha Kaufman

WOMEN'S WEAR DAILY
Editor, Yancey S. Gilkerson
Feature Editor, Samuel Levine
Managing Editor, Samuel Gottesfeld
Assistant Managing Editor, Stanley Siegelman
Fashion Feature Editor, Bernadine Taub
Fashion Editor, Ermina Stimson
Advertising Director, Jason Lewis
Assistant Advertising Director, Saul Diamond

HOME FURNISHINGS DAILY
Editor, Isadore Barmash
News Editor, Emanuel Hoffman
City Editor, Aaron Neretin
Advertising Director, Martin Rosenblum
Assistant Advertising Director, Ethel Wolf

FOOTWEAR NEWS
Editor, William Pyle
Advertising Director, William D. Williams

SUPERMARKET NEWS
Editor, Julian Handler
Advertising Director, Robert S. Stainton

ELECTRONIC NEWS
Editor, Alfred D. Cook
News Editor, Nathan Snyderman
Advertising Director, Daniel Newman

METALWORKING NEWS
Editor, Charles W. Gunter
Advertising Director for METALWORKING NEWS not named—but will be from staff as every major appointment in Fairchild Publications has been.

(COMING DRUG PAPER)
Editor, Morton Stark
Advertising Director, Robert S. Stainton

CIRCULATION DIRECTOR
Milton Williams

Footwear News
Supermarket News
Court Denies Plea of 3 Meat Pa
To Ease 1920 Decree; Weigh A
Electronic News
Metalworking News
Steel Foundries Now Working at 30-60% Capacity

The Business

What of the citizen of these nine great cities of commerce and industry? He is a man—or woman—of many faces—all serious—for business men and women are people of duties and responsibilities.

From their ranks come the molders of the economic system on which the country is based. On their shoulders rests the responsibility for providing a healthy and growing economic environment: by expanding the distribution channels to serve an increased consumer demand, by producing and dispersing sufficient goods for consumption by a growing population, by creating sufficient work for a growing labor force. It is a responsibility that includes the payment of taxes necessary to the maintenance of all levels of government. It includes the elevation of the standard of living which the people of the country enjoy and expect, and which has established this nation in its position of world leadership. It is, in short, the ultimate responsibility of self-perpetuation—for our national life is dependent on the unrestrained flow of goods and services.

From their ranks come the executives of government, local and national. Mayors, governors, representatives, cabinet members, advisors to presidents. To an ever-increasing degree, the businessman is better prepared for public office...through his knowledge of practical psychology, his administrative ability, his mature judgment in making decisions that affect the expenditure of money, and the future of people.

From their ranks come the ministers of diplomacy. The qualities that fit the able businessman for internal government suit him for guiding external relationships. An increasing awareness of the human—and happily, a growing experience in international trade—prepares the thoughtful businessman for a diplomatic appointment—and for the unofficial person-to-person diplomacy so necessary to a future of world harmony.

From their ranks come the underwriters of education. His knowledge of the need for trained people to succeed him has prompted the business citizen to endow chairs of learning, establish scholarship funds, finance graduate studies. It is the business citizen who suggests changes in university curricula to meet current requirements. It is the business citizen who encourages employees to advance their own education. It is the business citizen who sends executives to graduate schools and seminars... and who establishes educational programs within the corporate walls. His motives are not entirely selfish. The businessman is well aware that world peace is more apt to spring from the understanding of an educated population, than from the fears of an ignorant people.

From their ranks come the sponsors of scientific research and development. New products, new processes, new concepts stem from the research conducted in the laboratories of business enterprises...established for commercial reasons, but benefiting all phases of life.

From their ranks come the patrons of art. A sense of responsibility for nourishing cultural aspects of society has led the business citizen to patronize the arts through private collection and public contribution. It is the money of commerce that endows the museum, maintains the concert hall, underwrites the study group, builds the architecturally attractive factory.

It is not only fitting, but inevitable, that the businessman—the leading citizen of the great business cities—should guide the country in so many diverse activities.

For the country is based on the economic principles of private enterprise involving freedom of business action

Citizen

and unrestricted distribution. The man who enjoys its opportunities must also bear its responsibilities.

To meet those responsibilities adequately, the business citizen must have increasingly better information. It is axiomatic that judgments based on false or insufficient information must prove false or insufficient.

As a channel of the kind of information which exerts great influence on the decisions of the business citizen, Fairchild Publications, Inc. has its own self-imposed responsibility. It is to provide that information in increasingly improved quantities and form.

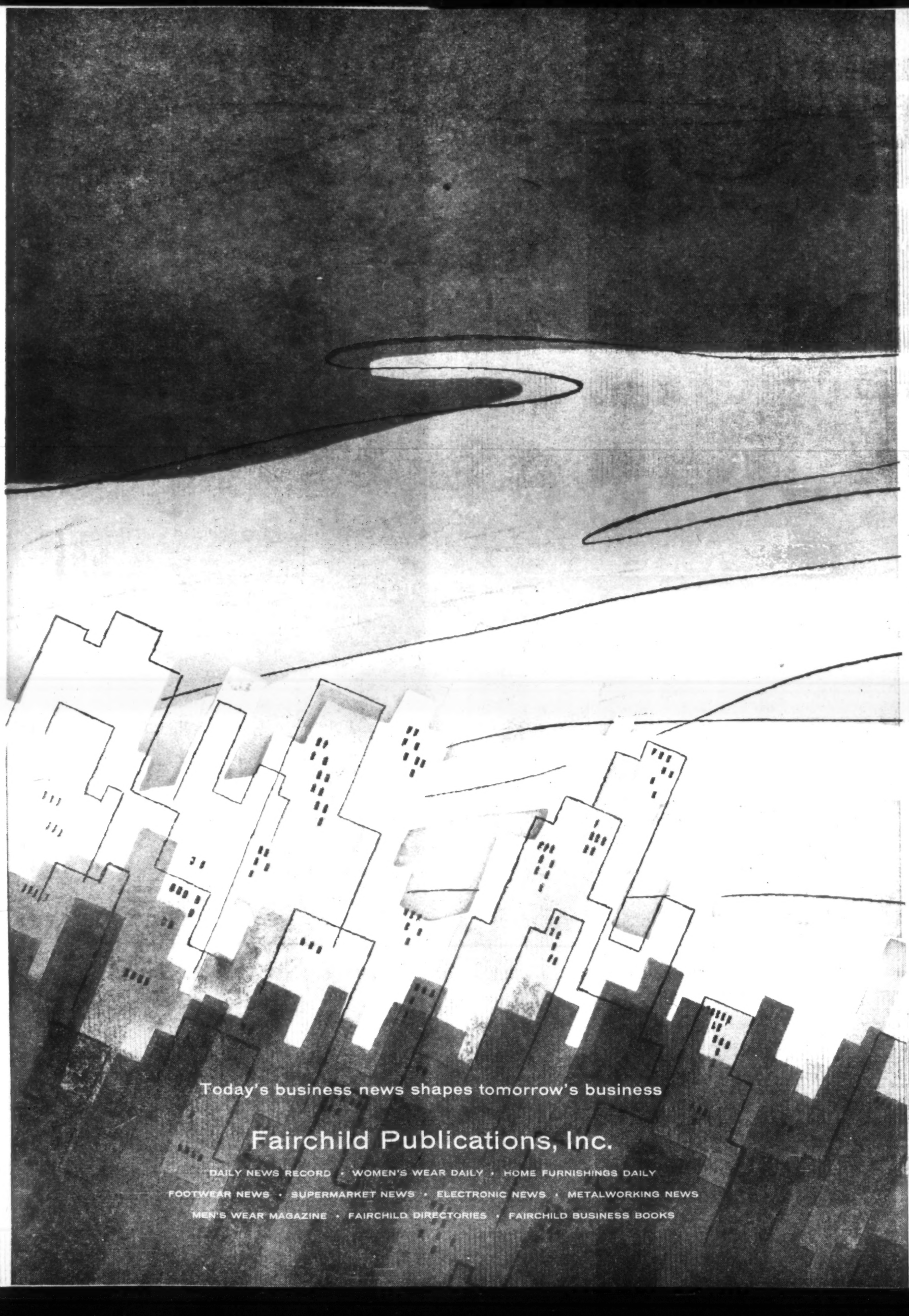
The crystal ball reveals, somewhat hazily, several avenues for future improvement. Perhaps most dramatic is in international service. The future may see separate editions in major languages for ready perusal by global citizens of these business cities.

Within the next fifty years, printing presses and techniques will permit a million papers to speed from the presses each hour. By then, a solution may have been found for the problem of taking a color photograph and printing it instantaneously in natural, identical colors.

Events of pressing importance may require completely revised editions three or four times a day for each of the individual publications.

As improvements in the mechanics of publishing are developed, they will be adopted by Fairchild publications. But important as technique is, of even greater consequence are the skill and intelligence of people.

It is a certainty that all the skill and all the intelligence available in the Fairchild organization will be devoted to providing ever-better information to serve the expanding needs of the businessman—prime citizen of these nine Great Cities of Commerce and Industry.


Today's business news shapes tomorrow's business
Fairchild Publications, Inc.
DAILY NEWS RECORD • WOMEN'S WEAR DAILY • HOME FURNISHINGS DAILY
FOOTWEAR NEWS • SUPERMARKET NEWS • ELECTRONIC NEWS • METALWORKING NEWS
MEN'S WEAR MAGAZINE • FAIRCHILD DIRECTORIES • FAIRCHILD BUSINESS BOOKS

Localized Ads Help Pioneer Sell Farmer: Urban

CHICAGO, Feb. 7—Pioneer Hi-Bred Corn Co., Des Moines, attributes much of its sales success to localizing its sales and advertising activities.

Speaking before the Chicago Area Agricultural Advertising Assn. yesterday, Nelson Urban, Pioneer vp and sales director, told the group that Pioneer doesn't sell seed corn in South Dakota the same way it does in Iowa, and it doesn't sell chicks in Minnesota the same way it does in Missouri.

The company, a pioneer in producing hybrid seed corn, also was a pioneer producer of chicks which were crosses of inbred lines.

Mr. Urban said that today in the U. S., one of every six or seven bushels of seed corn planted is Pioneer and one of every seven or eight chicks hatched for egg production purposes is a Pioneer Hy-Line chick.

■ Mr. Urban said Pioneer has spent years studying and keeping up with and trying to understand the farmer. He said it is the farmer who establishes the company's sales policies.

The farmer, as Pioneer knows him, is a business man, a manufacturer and processor and an investor and speculator. (He also is a conservative, religious man, Mr. Urban said.)

Because, when the company started to push sales of hybrid seed corn in the early '30s, the U. S. was in the depths of the depression, Pioneer arranged for farmers to sell neighboring farmers on this new type of corn, costing $8 a bushel. Farmers had been getting seed corn for nothing by selecting choice ears from their fields.

The company at first encountered strong sales resistance, Mr. Urban said. "A few innovators bought our corn and planted it on the back part of their farms, so their neighbors wouldn't know what fools they were."

"We learned that in the corn belt it took a farmer to sell a farmer, and our farmer-salesmen succeeded," Mr. Urban said.

The company gradually set up sales districts, each with a manager on salary, working with 50 to 60 parttime farmer-salesmen on straight commission. The company adopted a sales incentive plan, based on contacts, not on sales, and on goals differing in various localities.

■ Mr. Urban said all company advertising is localized. Commercials on radio and tv stations are localized and differ in various regions. Magazine copy is changed from one state to the next. Outdoor advertising changes from one community to another. In many areas, district sales managers place materials provided by the company in newspapers and radio stations in their districts. Much of the radio time purchased for Hy-Line poultry is devoted to poultry management.

Marketing surveys have helped Pioneer learn more about the farmer and how to promote to him, Mr. Urban said. From one survey, the company learned there are strong attitudes in one state against large companies. In that state, Pioneer "does not brag about how big it is," Mr. Urban said.

Results of another survey showed about 40% of the farmers think advertising is not honest, he said. Therefore, Pioneer stresses believability in its ads, Mr. Urban said. In its catalogs, the company shows both strong points and weaknesses of its corn varieties. #

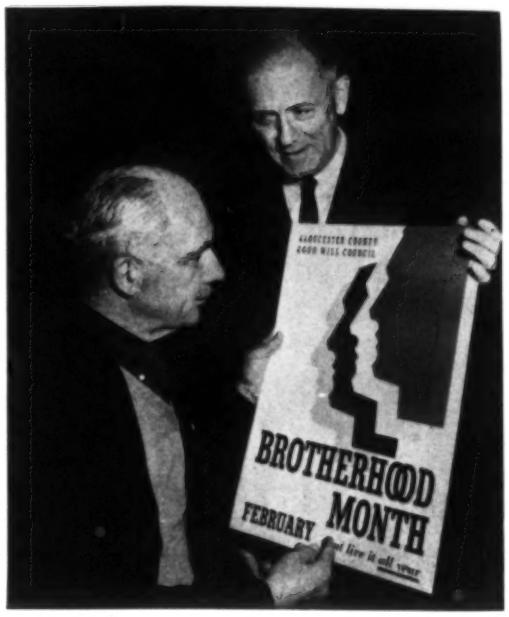
Recruitment Ads Show Sharp Decrease in December

The sharpest drop in recruitment advertising during the past six months occurred last December, according to Deutsch & Shea's "Engineer/Scientist Demand Index." A total index figure of 78.9 was registered in December, as against 113.3 for November.

Deutsch & Shea, New York, regards the drop as an expected seasonal reaction that reflects the recruiting methods used by most companies.

Clint Frank Adds Two

Rollin D. Weary Jr. has joined Clinton E. Frank Inc., Chicago, as an account executive, and Paul R. Hansen has joined the agency's media department as a space and time buyer. Mr. Weary has been a consultant in the research and development fields for the past two years; Mr. Hansen previously was an account executive with Campbell-Mithun, Minneapolis.



BROTHERHOOD — *Charles T. Coiner (left), vp, N. W. Ayer & Son, presents the Brotherhood Month poster he designed for the Good Will Council of Gloucester County, N.J., to Kenneth W. Slifer, vp of the council.*

Meredith Promotes Three

Robert E. Hefner has been promoted to manager of the advertising service department of Meredith Publishing Co., and Gordon Perry has been named sales analyst for all Meredith publications. Mr. Hefner formerly was a sales analyst with *Better Homes & Gardens;* Mr. Perry previously was a sales analyst with *Successful Farming.* Jack Barlass, director of Meredith's book and general promotion division and vp of Replogle Globe Co., Chicago, owned by Meredith, has been elected a vp.

Seitz Names Kolarich, Goodrich

Robert Kolarich has joined Ken Seitz & Associates, Milwaukee. He was formerly in the radio sales department of WISN, Milwaukee. At the same time, Maxwell C. Goodrich, formerly advertising manager of James Mfg. Co., Fort Atkinson, Wis., has joined the agency's Phoenix office as account service manager.

Announcing:

BULK AND FREQUENCY RATES

THE NEW YORK WORLD-TELEGRAM is pleased to announce a new General Advertising rate structure providing greater flexibility to both large and small advertisers.

The General flat rate will be replaced by a new sliding scale offering progressively lower cost per line for annual bulk linage contracts.

A second and separate plan for smaller advertisers allows progressively lower rates for multiple insertions within a year.

The new rates will become effective Monday, April 3rd, and were announced on February 1st to assist advertisers in planning their second quarter schedules.

This new move emphasizes the desire of the World-Telegram to encourage advertisers to present their messages more dominantly and consistently to their best customers in the world's richest market.

For complete details contact Jacques A. Caldwell, Manager, General Advertising, or any Scripps-Howard advertising office.

NEW YORK WORLD-TELEGRAM

New York's ***Quality*** Evening Newspaper

125 Barclay Street, New York 15, N. Y. • BArclay 7-3211

Or Scripps-Howard General Advertising Offices:
230 Park Avenue, N. Y. C. • Chicago • San Francisco • Los Angeles • Detroit
Cincinnati • Philadelphia • Dallas

American Type Founders Drive to Promote New Wares

ELIZABETH, N. J., Feb. 7—American Type Founders will start a $200,000 ad campaign in March, featuring new products of three of its divisions.

The units are the general printing equipment, web, and the newly formed business equipment divisions.

Kick-off ads will be two-color spreads in graphic arts publications. These will be followed in April by two-color spreads and four-color inserts in office publications.

The campaign is being handled by Douglas Turner Inc., Newark, which got the account last November from Fred Wittner Co., New York. Advertising for ATF's type division, estimated at $90,000, is handled by Milton Anderson Co., New York. #

Buckley Named Top Salesman

Thomas A. Buckley, senior vp in charge of sales and marketing of Vendo Co., Kansas City, has been named the outstanding sales executive of the year by the Advertising & Sales Executive Club, affiliated with National Sales Executives International.

B. R. Buck to Aves, Shaw

B. Russell Buck Jr., a Needham, Louis & Brorby account executive since 1956, has joined Aves, Shaw & Ring, Grand Rapids, Mich. He will be in charge of new business development.

Nesbitt Names McNeill

Nesbitt Fruit Products, Los Angeles, has appointed McNeill, McCleery & Cochran, Los Angeles, to handle its advertising. M. H. Kelso Co., Los Angeles, is the former agency of record.

"Amburn marks fifteen years of service on behalf of Cooper"

ON NOVEMBER 11, 1945, just a few short months after the end of World War II, an energetic young man made his first trip from Columbus to Findlay, Ohio to contact the Cooper Tire & Rubber Company as advertising account executive.

Fifteen years later, November 11, 1960, this man made his 720th trip to the Cooper plant in Findlay.

The man — Hershel W. Amburn, Vice President, Maurice Mullay, Inc.

Between these two dates, "Hersh" has become a familiar and respected name to members of Cooper's top management team and to many, many Cooper employees, both at the factory and in the field.

Between these two dates, Hersh has created and supervised preparation of hundreds and hundreds of effective advertising and sales promotional materials for Cooper.

Between these two dates, Hersh has helped Cooper increase sales from a little over nine million dollars to more than 37 million dollars a year.

There are few men in the rubber industry who know more about promoting tires. And few men in the industry work with such fervent desire and energy to sell tires.

Naturally, we at Cooper appreciate, honor and respect this man for his efforts in our behalf. And it is with a great deal of pleasure that we pay tribute to his talent. We are sincerely happy to work with Hersh. We are sincerely happy to know him personally, as a friend.

Cooper Tires ... miles ahead

HONOR — *Cooper Tire & Rubber Co., Findlay, O., made up this ad honoring H. W. (Hersh) Amburn, vp and account executive, Maurice Mullay Inc., Columbus, O., for his 15 years' service on the account. The testimonial ad was presented to Mr. Amburn at a luncheon.*

Downyflake Drive Uses TV, Dailies in Five Markets

NEW YORK, Feb. 8—Downyflake Foods will promote its frozen ready-to-bake muffins via spot television and newspapers in five eastern markets.

A nine-week effort will get under way Feb. 23 in Philadelphia, Boston, Providence and Hartford. Schedules on WABC-TV, WCBS-TV and WNBC-TV, New York stations, started in mid-January.

Primarily station breaks, plus some minute announcements, will be used, with schedules varying from 18 to about 55 spots per week per market. Other stations in the campaign are WFIL-TV, WCAU-TV, and WRCV-TV, Philadelphia; WHDH-TV, WBZ-TV and WNAC-TV, Boston; WPRO-TV, Providence; and WTIC-TV, Hartford.

Four 1,000-line ads will be run in the *Boston Globe*, *Boston Herald-Traveler* and *Providence Bulletin-Journal*. The *Hartford Times* and the *New Haven Register* will get two 1,000-line insertions each.

Smith/Greenland Co. is the agency. #

Wachter Joins Sonic Arts

Frederick G. Wachter has joined Sonic Arts Inc., Chicago consulting and producing organization specializing in the commercial, industrial and educational applications of stereophonic sound, as a vp. Mr. Wachter formerly was a vp and account supervisor of Needham, Louis & Brorby, Chicago.

McCrary Gets Berlin Company

Elisa Bock Ltd., Berlin, cosmetic manufacturer, has appointed McCrary Advertising Agency, Dallas, to handle its advertising in Europe. The company does not distribute in the U.S.

Lectro Lawnshear to Sheppard

Lectro Lawnshear Corp., West Point, Pa., manufacturer of home mowers, has appointed William E. Sheppard Advertising, Plymouth Meeting, Pa., to handle its advertising.

Sara Lee Uses Audio Limericks in TV Ads; May Add 'em in Radio

There was a young adman named Sherm
Who sold Sara Lee for his firm.
He scoffed at all gimmicks
And resorted to limericks
Which caused the consumers to squirm.

CHICAGO, Feb. 8—Kitchens of Sara Lee has launched a new spot tv campaign for its line of bakery goods which employs limericks and animated characters.

The limericks were written by Sherman Rogers, vp and creative director of Cunningham & Walsh, Chicago, Sara Lee's agency. The one minute and 20-second spots currently are running on some 10 network tv shows and on tv stations in about 14 markets.

■ One of the limericks deals with John Ebenezer. It reads:

A man named John Ebenezer,
Who once was a nasty old geezer,
Is now sweet as spice,
Treats everyone nice,
Thanks to Sara Lee cake in his freezer.

Another limerick concerns Dinah. The ditty reads:

A sweet southern belle named Dinah
Won every cake prize in Cal-inah,
'Till she tried Sara Lee
And cried: Oh, mercy me,
These cakes are much fin-ah than min-ah.

The spot tv campaign will be expanded to other cities, Mr. Rogers said. Limericks currently are being written for radio spots, he added, but a radio push has not yet been set. #

Admiral Sets Latin Push

Admiral Corp. Interamericana will use newspapers, magazines, business publications, a supplement and a network tv show in its 1961 Western Hemisphere ad push. The magazines and the supplement include *Hablemos*, *Life International*, the Caribbean editions of *Life en Espanol* and *Selecciones de Reader's Digest*. Newspapers will be used in all markets. Admiral also will sponsor the "Charles Boyer Show" over four stations of the ABC-TV Central American network. Henri, Hurst & McDonald, Chicago, is the agency.

Reynolds to Fete Aluminum

Reynolds Metals Co. will observe the 75th anniversary of the discovery of the modern process for making aluminum with two-minute spots this month on two tv shows sponsored by the company—"Harrigan & Son" and "All-Star Golf." Clinton E. Frank Inc., Chicago, is the agency.

Storm Adds Two Accounts

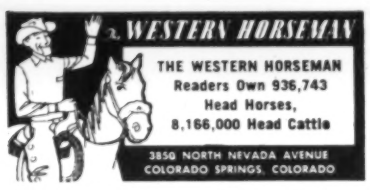
Hersh Beverage Co., Schenectady, N.Y., has appointed Storm Advertising Co., Albany, and Rochester, to handle its advertising. Storm also has been named to handle advertising for WTRY, radio station licensed to serve Troy, Albany and Schenectady.

Glass Rejoins Gluek Brewing

Gerhard F. Glass has been named manager of sales promotion and merchandising of Gluek Brewing Co., Minneapolis. Mr. Glass, who did merchandising work for the brewery in 1958 and 1959, most recently was with Chippewa Shoe Co.

Speer Adds Hallberg; Moves

Robert D. Hallberg has joined Speer Advertising Agency, Los Angeles, as an account executive. Mr. Hallberg was formerly general manager and account executive of Ball Advertising. At the same time, the agency has moved to new quarters at 1833 W. 8th St.



Eee Yii, Eee Yii, Ohhhh

You'll find more than just a moo-moo here and a quack-quack there in the growing Greenville-Washington Market. In 1959, one-half of the state's Billion Dollar Farm income was in this market dominated by WNCT and WITN. Take a close look at all the fertile facts before planting your next campaign. Avails and details are yours for the asking.

7 WITN Washington, N. C.

CHANNEL 9 WNCT GREENVILLE, N. C. CBS • ABC

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

HAVE YOU SEEN THIS AD SOME-WHERE BEFORE?

Sure you did. You saw this Chinese bull on page 7. We ran the ad twice to get one point across: millions of readers see your ad page twice in a single issue of The Saturday Evening Post. (There's no extra charge for the extra chance to sell.) And the new Rochester Study indicates that two exposures of an ad page in a single issue of the Post have twice the effect of one on the reader's *willingness to buy your brand.*

No other magazine in the general weekly field gives you as many selling opportunities as The Saturday Evening Post. That's why your advertising in the Post hits harder. Sticks longer. Sells better.

The Chinese calendar says 1961 is the Year of the Bull. What follows has no connection with the Chinese calendar. It is a simple statement of plain truth.

The air all over America is tingling with a great change. You can feel it in our homes, our offices, in PTA meetings and cabinet meetings, in charity drives, sales drives and Sunday drives with friends.

••••••••••••••••••••••

A new American hero is being born. He is shoving aside old heroes: The Popularity Kid. The Charming Personality. The Guy With a Smile as Bright as His Shoes.

••••••••••••••••••••••

Lo and behold, our new hero has Brains.

••••••••••••••••••••••

Maybe he was spawned by the challenge of the sputnik, the "We will bury you" speeches, the Reds standing a bomb's throw from Miami. Maybe it all started with science's dizzying leaps. Maybe the complexities of modern life have thrust him on us. Maybe we are simply growing up.

••••••••••••••••••••••

Certainly we are getting smarter. The number of high-school graduates is growing faster than the over-all population. Adult education classes are overflowing. Washington is jingling with Phi Bete keys. High schools here and there are giving letters for scholarship. And the Post series that has drawn the biggest mail response ever is called, with reason, "Adventures of the Mind."

••••••••••••••••••••••

Yet few of us who are said to have a finger on the pulse of America have felt this new, quickened beat. Perhaps, in thinking of people as numbers, some have forgotten that they are flesh and blood.

••••••••••••••••••••••

Not us. You will hear the new American pulse-beat strong and clear in the pages of The Saturday Evening Post this year. You have sensed it already in the definitive biography of Frank Lloyd Wright that led off 1961 . . . and in our series, the untold stories of the Civil War. New, red meat—not rehashings.

••••••••••••••••••••••

You will read, in the magazine that published "The Ugly American," Dean Acheson's intimate account of the men he has known . . . his views on diplomacy, past and present. And firsthand reports from a seething Africa by Stewart Alsop . . . from today's Hungary, four years after revolution, by Ernest Hauser . . . from Michigan, a key state in the nation's economic future, by Harold Martin.

••••••••••••••••••••••

You will read stories by Pulitzer Prize authors and by important newcomers—Stuart Cloete, Gerald Kersh, Jack Schaefer ("Shane"), Leonard Wibberley ("The Mouse That Roared"), Ray Bradbury, Storm Jameson, William Saroyan and many other fine writers of fine fiction.

••••••••••••••••••••••

You will be talking about what may be the most talked-about memoirs of the year. With rich words, rude words, woolly words, wise words, Mr. Charles Dillon Stengel tells the story of his life.

••••••••••••••••••••••

And more, much more.

••••••••••••••••••••••

There is another thing about 1961 that you ought to know. It is an upside-down year, reading the same if you stand on your head. The first since 1881, and the last until 6009.

••••••••••••••••••••••

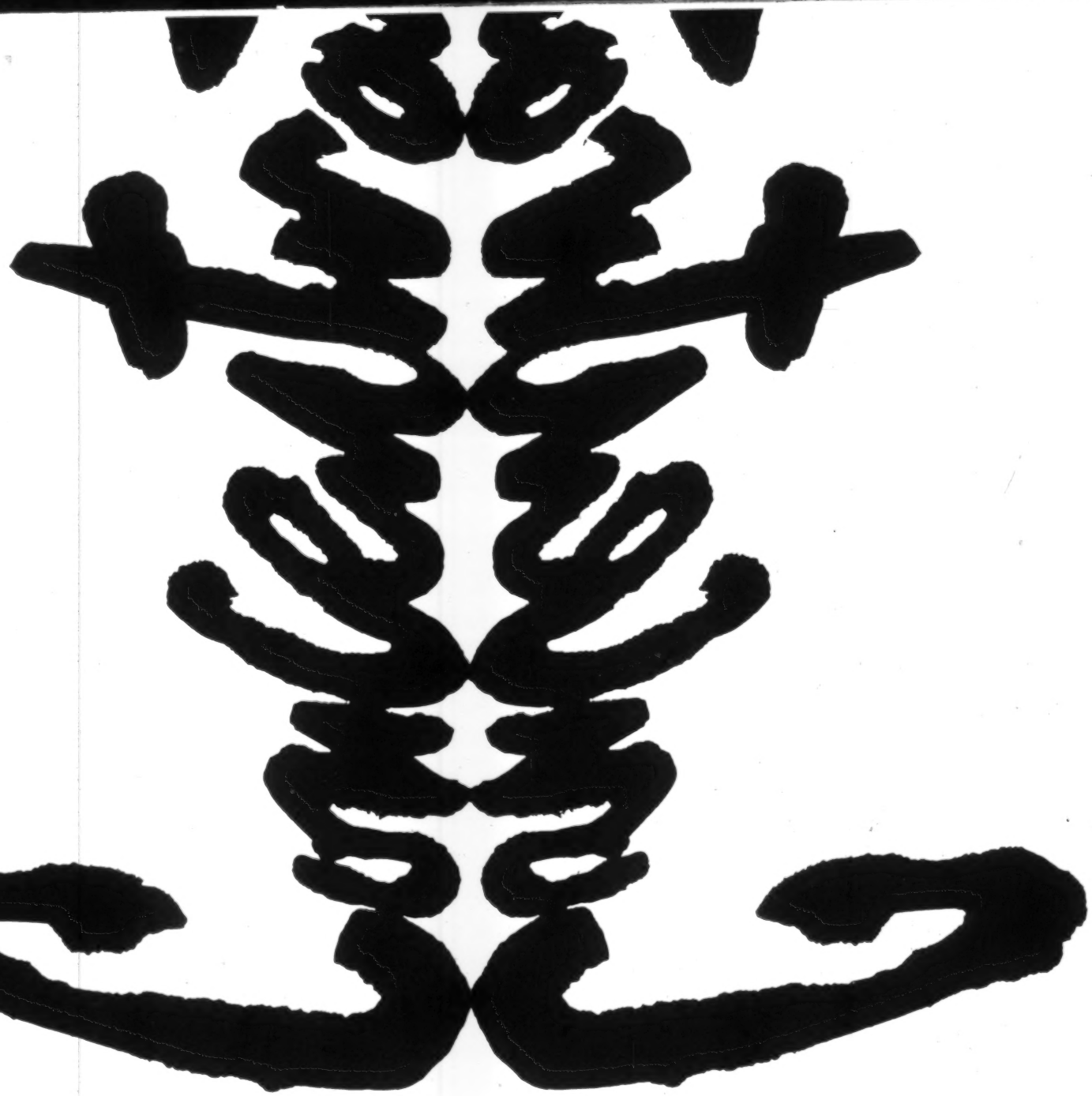
Appropriately, we will be turning the world of publishing upside down. And we know that the new Americans—with their brains to think and their youthful vigor to act—will turn to us in ever-growing droves.

••••••••••••••••••••••

You are invited to come along, as reader or advertiser, on this exciting adventure in the year of the Post.

A CURTIS MAGAZINE

THE SATURDAY EVENING
POST
THE INFLUENTIALS' MAGAZINE



Concentrate your selling efforts where the buying is concentrated. Of the more than 4.5 million firms in the U. S., only 36,550 are big enough to employ 100 or more people. That means that less than 1% can be considered prime prospects.

Fortune concentrates too—on the companies whose volume production demands volume purchasing. It is one of the reasons why advertising in

FORTUNE

gets results.

Bonne Bell Sets Heavy Blue Rose Push in Magazines

(Picture on Page 122)

CLEVELAND, Feb. 7—Ten-O-Six lotion is poured from a gallon jug, other Bonne Bell preparations are associated with a blue rose, in a double-header program sponsored by Bonne Bell Inc.

Bonne Bell messages, addressed to woman and girls all over town, are scheduled along a wide magazine front, from *The New Yorker* to *Photoplay*, from *Seventeen* to *Good Housekeeping*, in the most comprehensive magazine assault ever made by the Cleveland beauty products company.

The consumer campaigns are being merchandised to the trade in *Beauty Fashion* and the drug edition of *Chain Store Age*. Meldrum & Fewsmith is the agency.

■ The blue rose, Bonne Bell's "subtle identifier," was introduced in a color page in the January *Vogue*. There will be another color page in that magazine in April.

Ingenue and *Mademoiselle*, in their February issues, are picking up the blue rose symbol, the start of a second-color series, all in b&w except for the flower. These ads will run monthly or bi-monthly in *American Girl*, *Co-ed*, *Glamour*, *Charm*, *Mademoiselle*, *Photoplay*, *Seventeen*, *'Teen* and *True Story*, for six months.

The inserts will usually carry the headline, "Remember, beauty begins with Ten-O-Six," and always the rose illustration in blue. *Good Housekeeping* will carry a b&w page, *Vogue* will have one in color.

The trade is being told that 1961 is "the year of the rose," and that 43,000,000 American women will see Bonne Bell's unusual flower.

■ In *The New Yorker*, a gallon of Ten-O-Six will begin tipping in the March 4 issue and continue tipping, every other issue, until the jug is upside down and drained, eight weeks later. A gallon of lotion is priced at $30.

Bonne Bell first showed its jug in *The New Yorker* during 1958, then gaily advising social arbiters and sorority sisters "not to buy it by the big $30 inconvenient, clumsy size." But they did buy it, and often, and retailers were gladdened.

Now, says Bonne Bell, "Who else offers complexion care proved so effective that customers buy it by the gallon?"

■ The issue of *The New Yorker* containing all four ads in a special gatefold will be mailed to 500 drug and department store buyers. Strings indexing the gatefold will run to a cork glued on the magazine cover, bearing this copy: "What a Stopper!"

The *Beauty Fashion* ad, reproduced for a self-mailer, will go to 2,500 buyers and sales people. The *Vogue* page, framed in white, will make 2,000 counter pieces. And women sales representatives are wearing blue rose rings.

Roger E. Williams, ad manager at Bonne Bell, and William K. Northrup, account supervisor for M&F, announced a tie-in promotion for June—Ten-O-Six lotion and Coets application pads bound together with a blue rose garter for June brides. #

Carlson to Susquehanna

Arthur W. Carlson, previously with ABC Radio, has been named to the new post of general manager of the radio division of the Susquehanna Broadcasting Co., York, Pa. Susquehanna owns radio stations WSBA, York, and WARM, Scranton, Pa., and WHLO, Akron, O., as well as WSBA-TV, York.

Eskenasy Sackel Barowsky Schiff McCarthy

OPEN HOUSE—*Sackel-Jackson Co., formed last July by the merger of Sackel Co. and Jackson Associates, has a new home at 131 Arlington St., Boston. Sol Sackel, pres., and Ralph M. Schiff, agency exec vp, greet execs of client Lestoil Inc.: Jacob L. Barowsky, chairman; Isaac L. Eskenasy; and Charles J. McCarthy*

It's Scarcely News: Another Harvard Prof Beats Advertising to Bloody Pulp

(Continued from Page 3)

must play a more active role in the American economy, largely to save the people from their own blundering missteps, and that advertising is one of the prime causes of the missteps, if not of the blundering.

On the second page of the preface, the professor ties right into advertising. "If by 1970," he says, "we can have laid a firm foundation for a society in which *education* has become 'the major industry,' we shall have gone a long way toward building a truly civilized country . . .

"An educated citizenry would laugh out of court a high percentage of our current advertising—a form of 'inverted education.' We are expending an immense effort to make people believe things that are not so. . . . The '60s will unavoidably become a battleground between the forces tending to produce a gadget society and those pointing the way to a truly civilized community."

■ In a section devoted to "advertising and inflationary pressures," Prof. Hansen argues that countercyclical fluctuations in advertising outlays would benefit everyone, but that "unfortunately advertising expenditures tend to fluctuate *with* the cycle and thus serve to intensify instability and to add to the inflationary pressures in boom times." With this criticism most advertising men would agree. But Prof. Hansen continues:

"The postal rates on advertising materials circulated through the mails could be sharply increased. This form of advertising appears to be an effective means of stimulating bizarre and wasteful types of expenditure . . . Pay tv and radio would make it possible to eliminate advertising altogether from television and radio broadcasting. This form of advertising is peculiarly obnoxious . . .

"A general curtailment of aggregate advertising outlays would reduce private expenditures and so help to free resources for national security, for public investment in human and natural resource development, and for much-needed public services. Advertising, by creating inflationary pressures, prevents useful, even essential, public outlays."

■ A "change in social values" is necessary if we are not to become a second rate country, says Prof. Hansen. "The possibility that we may be unable to match [the Russians'] rate of growth could in part be explained by the manner in which American consumer wants and consumer values are created by the powerful sway of modern advertising," he says. "A not inconsiderable part of our productive resources is wasted on artificially created wants . . . Instead of durable and quality products that are prized more and more as the years go by, we deliberately create things we soon tire of—things that an effervescent scheme of social values quickly renders obsolete.

"The more pressure advertising is successful, the more will we reach a point at which private spending plus necessary outlays for defense will absorb so large a part of our GNP that little room is left for public investment in scientific research, in schools, hospitals, housing, urban redevelopment, resource development, etc. Indeed, we have already reached that point."

■ And again:

"A not inconsiderable part of our productive energies is wasted on the business of manufacturing wants, many of which in turn cause diversion of effort away from an optimum allocation of our resources."

"The competitive struggle runs not in terms of price; it runs in terms of dubious advertising techniques designed to attract customers to a brand name. 'Selling' has become a major concern of modern business . . . No longer is there any compulsion to continue to purchase an expanding volume of material goods."

Prof. Hansen's remedy is clear and simple: "Let the government do it. "It must become clearer day by day to any reasonable observer of the American scene," he says, "that the marginal tax dollar has currently a much higher social utility than the marginal pay-envelope dollar. The former goes into schools; the latter into tail fins." #

NBC-TV Appoints Two

Edwin S. Friendly Jr., formerly director of program administration of NBC-TV, New York, has been promoted to vp in charge of program administration. Lester Gottlieb, who recently was named director of special programs for the network, has been named vp in charge of special programs.

Agencies to 'Stay in Research Business,' Gross, Kanter Agree

CHICAGO, Feb. 7—Should agencies get out of the research business? An agency researcher and an independent researcher "debated" this question last week, and both agreed the answer was "No."

But Edwin J. Gross, president of Gross-Thumin Research Associates, St. Louis, said the agency should do research on its own behalf, and not as a service to clients.

Mr. Gross and Donald L. Kanter, executive director of creative research of Tatham-Laird, spoke at a luncheon meeting of the Chicago chapter of the American Marketing Assn.

Mr. Gross said agencies sometimes use research services to a client as collateral—a function whose use is determined by the amount of profit in an account. He said that clients now have their own research departments in many cases, and that independent researchers can supplement these where needed.

■ He suggested that agencies use the cost of giving a client research services instead of qualitative research, to learn more about consumer behavior; advertising pretesting; and basic research into the mass communications process.

Mr. Kanter said, "It is the agency's responsibility to research its product and anything else it needs to know to make sure it is doing a sound job."

He said an agency is fully as competent to do research as an outside research organization, and that if a client is worried that his agency is giving biased research reports, "something is wrong" with the relationship. #

Phillips Joins Wesleyan

Harry H. S. Phillips, formerly a vp of McCann-Erickson, has been named president of the Wesleyan University Press, Middletown, Conn., and chairman of the university's department of school services and publications. Before joining McCann last September he was publisher of *Sports Illustrated* since its inception in 1954. Before that he was advertising director of *Time* for 10 years.

Riker Joins Imagination

Hugh D. Riker has joined Imagination Inc., San Francisco, producer of television and industrial films, as advertising and sales manager. Mr. Riker was formerly advertising manager of *Point West*, Phoenix.

Ads Essential, Economy Will Revive: Katona

CHICAGO, Feb. 7—Although "everybody knows that some of it is rotten," advertising is an important function. The economy needs it, and it's here to stay.

Prof. George Katona, program director of the Survey Research Center, University of Michigan, voiced these views today, before speaking at a joint meeting of the Chicago chapters of the American Marketing Assn. and American Statistical Assn.

"Compact cars, frozen foods and refrigerators with larger freezer compartments could not have been made attractive to the consumer without advertising," he said.

Concerning the less desirable kinds of advertising, he stressed that few things in this world are entirely white or entirely black.

At the press conference, as well as in his speech, Prof. Katona predicted that the current recession will be relatively mild and short-lived and painted an encouraging picture of the future. His prognosis was based on the latest of the center's consumer attitude surveys.

■ The all-important long-range prospects for the economy are essentially good, he emphasized, denying the predictions of economists who find the consumer market saturated.

Attainment of goals does not reduce wants but raises the consumers' sights and diversifies their desires, he said.

As an example of business-initiated stimuli that are aiding the economy he cited the impact of the compact cars, which the consumers, tired of constantly rising car prices, have found very attractive. Because of the palatibility of the compacts, Prof. Katona predicted, the auto industry will do well. As cars become a means to an end (travel, etc.), people welcome lower gas consumption and expenses, he added.

The housing industry, on the other hand, will suffer unless it finds a new consumer trigger to replace the stimuli that have been a major cause of the housing boom of the '50s—the psychological attraction of suburbia and ranch type homes. They have now lost their glamor, he said.

Prof. Katona noted a reversal in the economic concept that wants are a function of income. Now, according to him, income is a function of wants: People seek to increase their income by moonlighting and other methods to be able to satisfy their multiplying wants.

■ Instead of being "saturated," Americans are ambitious for more goods and services, the psychologist-economist said. According to him, all indications point to increased interest in leisure time activities and goods. Helping consumers get more enjoyment from their leisure time is a field of promise for business men, Prof. Katona said.

"The outlook for the economy is far from dark," according to him. He made it clear, however, that although people expect to be living still better 10, 15 or 20 years from now, they realize tha' it will not be a straight climb. Occasional downs are accepted by consumers as part of the generally promising future, according to Prof. Katona. #

'Flower Grower' Boosts Beach

Flower Grower, New York, has promoted Spencer B. Beach, advertising service manager since 1957, to advertising manager.

Will we have to swim to work?

There's a ferryboat pilot who doesn't like us.

Recently, we had to say "no" to his request for a Business Week subscription.

The fact is, Business Week solicits subscriptions only from *management men*. It's edited specially for them. Captains of industry *need* its comprehensive coverage of the currents and tides of American business; captains of ferryboats wouldn't find it really useful.

This policy sharpens the aims of our editors. It also sharpens the aim of advertisers who want to influence management men.

We hope this explanation placates our pilot friend. We never could swim very well.

You advertise in Business Week when you want to influence management men.

A McGRAW-HILL MAGAZINE 330 WEST 42ND STREET, NEW YORK 36, N. Y.

Man of the hour...Saturday nights

A one-a . . . a two-a . . . a three-a . . . a four-a . . . a five-a . . . you'd have to count a long time to total up the programs that have hit the dust trying to compete against Lawrence Welk during his six years of popularity on ABC-TV . . . they total 27! They're all gone, but the Lawrence Welk Show goes on and on.

In the latest Nielsen TV Report,* Welk is not among the five ABC-TV programs appearing in the top ten. But he's among the top 15—competing against and topping in his time period such programs as Checkmate, Have Gun-Will Travel, Deputy and The Nation's Future.

Programs such as the Lawrence Welk Show, which attract major audiences, are the reasons why in every 1961 report,* including the one for the week ending January 22, 1961, ABC-TV has been *first* in share of network audience in markets where the viewer has a choice among the three networks (and that's the acid test of audience preference).

*Source: Program Appraisal Supplement to National NTI Report for one week and 4 weeks ending January 22, 1961, Nielsen 24-Market TV Report. Average Audience Sunday 6:30-11 P.M. Monday through Saturday 7:30-11 P.M.

ABC TELEVISION

AH . . . KERCHOO—*The annual cold season finds many advertisers in heavy campaigns and others testing new nostrums. Here are some newspaper ads for products now in test. Phenyl-Drane is made by Thomas J. Mahon Inc.; Anestomist is a new Bristol-Myers entry; Duramed-12 is a product of Gillette Laboratories; Theracin is from Vicks; Ariden is from Miles Labs.*

Stickin' around WITH kleen-stik®

B&L

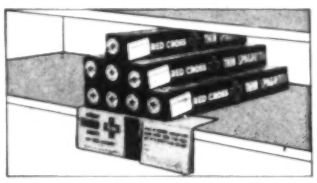
IDEA NO. 187

Money-Making Change Mat

Money changes hands *attractively* for dealers selling **Bond & Lillard** Kentucky whiskies. That's because **National Distillers Products Co.** provides these brightly colored and *flocked* **Kleen-Stik** change mats. They apply with a simple *peel-an'-press* to glass, wood, or Formica-type counters, and *stick tight* thru *thousands* of transactions. **Art McNitt**, Central Sales Div. Sales Prom. Mgr., worked them out with **Hans Christensen**, of **Hans Christensen Silk Screen Art**, Chicago, who did the fluorescent screening and flocking.

GET IT UP...KEEP IT UP...WITH KLEEN-STIK

WORLD'S MOST VERSATILE SELF-STIK-ing ADHESIVE



IDEA NO. 188

Spaghetti Give-Away

"Every Third One's *FREE!*" says the **John P. Canepa Co.**, Chicago, about its **Red Cross Spaghetti**. To get the money-back offer *up* where shoppers could *see* it, V. P. **Frank Denby Allen** had these ingenious coupon-holding shelf-talkers produced. Each has a strip of self-sticking **Dubl-Stik** on the back, to hold it *tight* on the shelf. **Ann Coyle**, Acct. Exec. with Canepa's ad agency, **Lilienfield & Co.**, teamed up with **Les** and **Bill Shapiro** of the **Regent Printing Co.**, Chicago, on the snappy design and production.

Whether making money or giving it away, your P.O.P. promotions will pack more punch if you use modern, moistureless Kleen-Stik. There's a whole shelf-ful of ideas at your regular printer, lithographer, or silk screener . . . or write direct.

GET IT UP...KEEP IT UP...WITH KLEEN-STIK

kleen-stik PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

WAVY, WAVY-TV Promote 3

Edward J. Hennessy, formerly general sales manager of WAVY-TV, Norfolk, has been promoted to vp in charge of sales. Ned G. Sheridan has been promoted from general manager to vp in charge of WAVY. Clifford A. Frohnhoefer, who had been assistant secretary and assistant treasurer of the radio and tv stations, has been appointed treasurer and controller. He also will retain his post as assistant secretary.

Sanitary Paper Names Hughes

Sanitary Paper Mills Inc., East Hartford, Conn., has appointed E. J. Hughes Co., Springfield, Mass., to handle its advertising. Sanitary Paper is placing a schedule of tv spots on selected New England stations. Hugh A. Graham & Associates, New Britain, Conn., is the former agency.

U.S. Gypsum Boosts Two

U.S. Gypsum Co., Chicago, has appointed A. Victor Abnee manager of sales promotion and Charles A. Wayman general manager, advertising and publications. Mr. Abnee was formerly general advertising manager; Mr. Wayman was formerly general manager of publications.

in answer to your ad—

SALESMAN WANTED

Self-starter, able to work in moments notice. Ability to present our sales story the way we want it is necessary . . . must be equally effective in selling individuals or groups. Only top-caliber salesmen with proven record of success need apply.

the Du Kane FLIP-TOP PROJECTOR

meets all qualifications!

. . . a professional salesman in a 13 lb. package. Just open the lid, plug it in and the "FLIP-TOP" presents your sales story without slip-ups or omissions . . . complete with sound and sight. See the "Flip-Top" demonstrated at your desk. Write to:

DuKANE CORPORATION

Dept. AA-21 • ST. CHARLES, ILL.

Radio-TV Financier Set

Communications Capital Corp., 1271 Sixth Ave., New York, has been formed to provide financing to radio and tv stations. Lazar Emanuel, an attorney, formerly with Cowan, Liebowitz, Emanuel & Latman law firm, is president. Other officers are George G. Weiss, previously treasurer of Tishman Equipment Leasing, vp and general manager; Lewis R. Cowan, a partner in Cowan, Liebowitz, Emanuel & Latman, vp and general counsel; and Blair Walliser, formerly an exec vp of Mutual Broadcasting System, secretary-treasurer. Communications Capital will make secured long-term loans in the broadcast field and will purchase instalment notes resulting from the sale of radio and tv stations.

Watt Joins Watt Publishing

James W. Watt has joined the midwestern sales staff of Watt Publishing Co., Mount Morris, Ill. He is the grandson of the founder and son of the president of the company. Mr. Watt formerly was a sales representative of College Life Insurance Co. of America.

Broadcast Club Elects Neale

Louis M. Neale, of WBEU, Beaufort, has been elected president of the South Carolina Broadcasters Assn. Other new officers include Frank Harden, of WIS, Columbia, vp for radio, and Wilson Wearne, WFBC-TV, Greenville, vp for television.

WFBM, WFBM-TV Name Smith

Phil Smith has been named publicity manager of WFBM and WFBM-TV, Indianapolis. He was formerly promotion manager of the station's fm and Muzak divisions as well as sales representative of WFBM-FM.

Network TV Gross Time Billings

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

	November			January-November		
	1959	1960	% Change	1959	1960	% Change
ABC	$13,103,250	$15,841,960	+20.9	$112,384,714	$143,802,940	+28.0
CBS	23,458,970	23,563,839	+ 0.4	242,420,221	250,934,013	+ 3.5
NBC	21,765,361	24,575,958	+12.9	213,837,126	226,949,294	+ 6.1
Total	$58,327,581	$63,981,757	+ 9.7	$568,642,061	$621,686,247	+ 9.3

MONTH BY MONTH—1960

	ABC	CBS	NBC	TOTAL
January	$13,260,010	$23,477,358	$20,980,897	$57,718,265
February	12,677,110	22,977,171	19,923,712	55,577,993
March	13,487,460	24,043,799	21,072,164	58,603,423
April	12,701,240	22,580,032	20,642,038	55,923,310
May	12,876,050	23,209,917	19,414,264	55,500,231
June	11,948,700	22,062,832	18,959,323	52,970,855
July	12,529,660	23,442,997	19,805,457	55,778,114
August	11,366,100	21,448,482	18,052,503	50,867,085
September	11,875,080	21,103,437	18,436,653	51,415,170
October*	15,239,570	23,024,149	25,086,325	63,350,044
November	15,841,960	23,563,839	24,575,958	63,981,757

*October, 1960, figures revised as of Jan. 31, 1961.

Parts of the Day

	November			January-November		
	1959	1960	% Change	1959	1960	% Change
Daytime	$17,969,645	$21,651,460	+20.5	$184,704,925	$190,892,428	+ 3.3
Mon.-Fri.	14,219,118	17,880,879	+25.8	156,292,501	157,585,805	+ 0.8
Sat.-Sun.	3,750,527	3,770,581	+ 0.5	28,412,424	33,306,623	+17.2
Nighttime	40,357,936	42,330,297	+ 4.9	383,937,136	430,793,819	+12.2
Total	$58,327,581	$63,981,757	+ 9.7	$568,642,061	$621,686,247	+ 9.3

WTVH Promotes Two

George Finnegan has been appointed general sales manager and Clyde Dutton local sales manager of WTVH, Peoria, Ill. Both men formerly were account executives with the tv station.

Stone & Simons Adds Ron-del

Ron-del Awning Co., Detroit, has appointed Stone & Simons Advertising, Detroit, to handle its advertising.

Record 158,592 Inquiries Hits N.Y. BBB in 1960

The New York Better Business Bureau reports it received a record total of 158,592 inquiries in 1960. It scanned and monitored an estimated 250,000 advertisements and suggested modifications for 3,719 of them. In addition, the bureau received 32,782 complaints from competitive businesses or the public.

Home improvements, with more than 22,000 requests for service, led the list of inquiries. The remaining categories, in descending order, were home appliances, furniture, auto sales and service, tv, radio sales and service, magazine and book subscriptions, education, photographers, wearing apparel and floor coverings.

Dawson Newton to Young Mfg.

Dawson L. Newton, formerly with Magnavox Co., has joined Young Mfg. Co., Cheyenne, Wyo., as vp of marketing. An expanded national marketing program is planned by the maker of curtain traverse rods.

Rico Joins WGR-TV

Joseph A. Rico, previously promotion manager of WEBR, Buffalo, has been named promotion assistant of WGR-TV, Buffalo.

QUINCY, ILL.

HUB OF AN ISOLATED TRI-STATE MARKET

Qualifies as a Major Midwest Test Market

The industrial city of Quincy, center of a rich agricultural, grain, dairy, and stock-raising section. 19 counties of west-central Illinois, northeast Missouri, southwest Iowa. Hub of 330,000 retail market area. Important wholesale distribution point. Excellent merchandising support of national schedules.

ONE NEWSPAPER WIDE

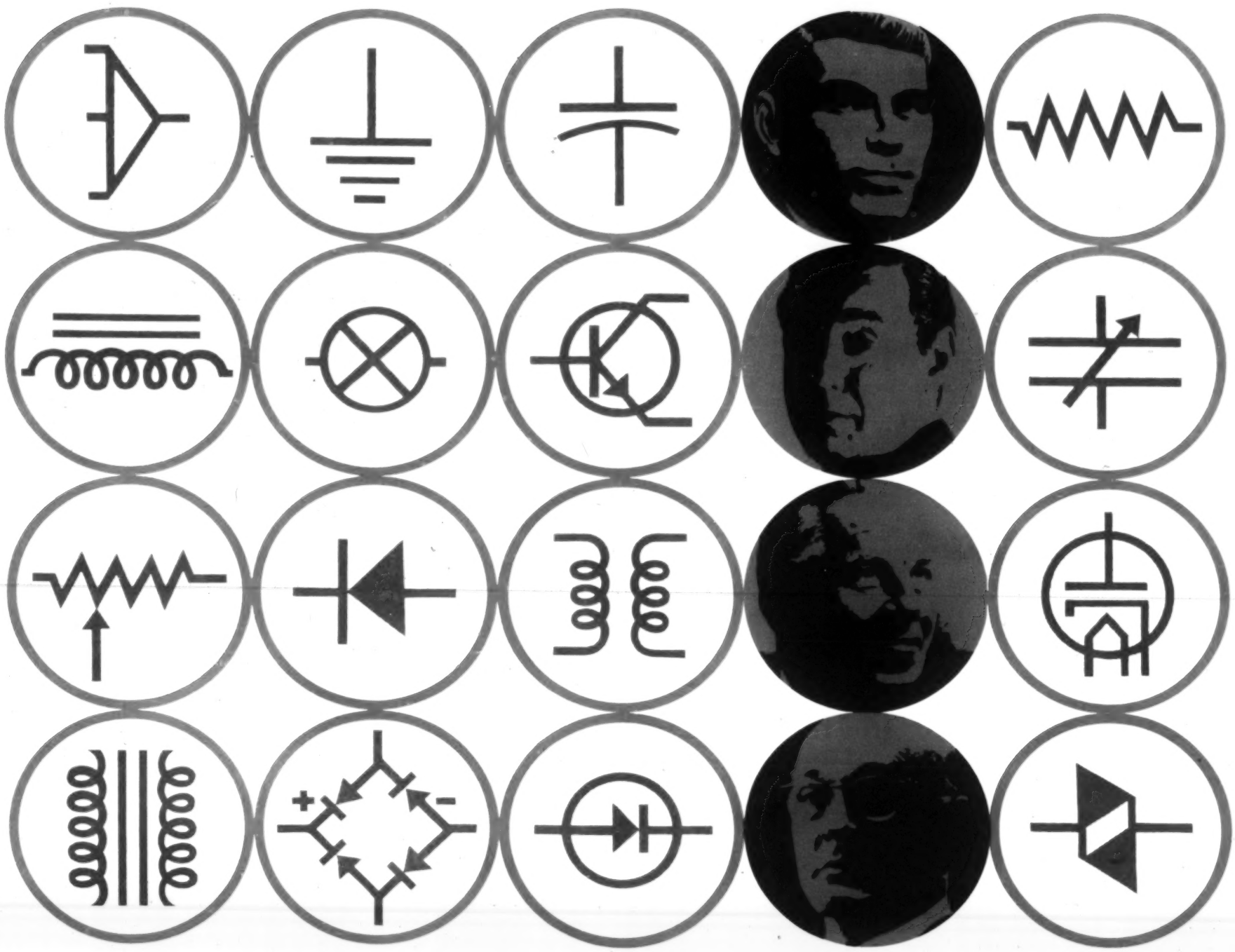
Member St. Louis and Illinois Interurbia Group.

THE QUINCY HERALD-WHIG

HAL CULP, Advertising Manager • Phone BA 3-5100

"Represented by the John Budd Co."

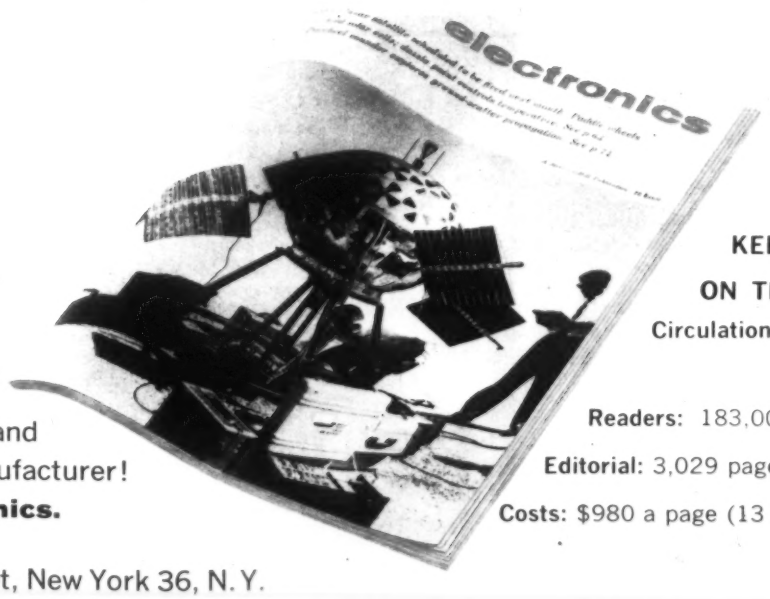
50,111 ABC CITY ZONE POPULATION



electronics *sells the buying team . . .*

in Research *Design* *Production* *and Management*

Tough competition demands that you reach and sell the electronics man . . . wherever you find him: in research, design, production or management. Only **electronics** is edited to interest and influence all four. Don't forget, the electronics man is engineering educated and oriented. Advertising to the electronics field MUST reach and sell all four, just as salesmen call on all four. Ask any manufacturer! And the electronics man BUYS what he reads in **electronics.**



KEEP YOUR EYE ON THE BOX SCORE!

Circulation: 52,286 paid subscribers

Readers: 183,001 (2.5 pass-along)

Editorial: 3,029 pages in 1959

Costs: $980 a page (13 time, B&W)

ABP ABC **A McGraw-Hill Publication,** 330 West 42nd Street, New York 36, N.Y.

O-12

Buchen Re-issues Booklet on Advertising During Recessions

Buchen Advertising, Chicago, has re-issued its booklet "Advertising in Recession Periods . . . A New Yardstick." The booklet, published in 1958, raises the question "whether business should continue normal advertising schedules, or cut them, during a period of recession." Buchen concludes that "industries which do not cut their advertising during a recession year, or the year following, do much better in sales and profits than those which do cut." Copies of the booklet may be obtained from Buchen Advertising, 400 W. Madison St., Chicago.

Over 8,000 executives will attend
15th Advertising Essentials & National Sales Aids Show
March 27th, 28th, 29th, 1961
HOTEL BILTMORE, NEW YORK
Write for free guest tickets or space availability to Peter A. Brown
Advertising Trades Institute
135 E. 39th St., N.Y.C. 16 LE 2-9921

46 Companies Sponsor Educational Films for Schools

NEW YORK, Feb. 8—Sterling Television Co., tv film producer-distributor, has reported that 46 companies "sponsored" its current events newsreel films in schools throughout the country during 1960.

The films are specially produced for school use by Hearst Metrotone News and are distributed by Sterling's screen news digest division. They are sent to junior and senior high schools each month of the academic year, along with discussion outlines, as a supplement to history and social studies courses.

The newsreels are provided free to schools which retain ownership of the prints. There is only one sponsor per film. Only mention of the backers is a tag line which says "supplied with the compliments of."

Among the companies offering this public service in 1960 were American Oil Co., Continental Baking Co., General Foods Corp., Pan American World Airways, American Machine & Foundry Co., Boeing Airplane Co. and Great Atlantic & Pacific Tea Co.

■ Other backers include *Chicago Tribune, Detroit News, Toronto Star, Philadelphia Bulletin*, Baltimore Sunpapers, *San Francisco Examiner, Denver Post, Houston Chronicle* and *New York Mirror*. #

Ashley Joins Patterson

B. Keith Ashley has joined Patterson Publishing Co., Chicago, as district sales manager, covering the territories of Ohio, eastern Michigan and western Pennsylvania for *American Motel* and *American Restaurant*. He formerly was sales representative and manager of the Minnesota edition of *TV Guide*.

CROWNED — *Michael P. Syntax, president, Syntax Advertising, Cleveland, is crowned the new Prints Charming of the Women's Advertising Club of Cleveland by his wife, Doxie.*

Hixson & Jorgensen, Charles Mottl Merge

Hixson & Jorgensen, Los Angeles, has merged with Charles A. Mottl Inc., Beverly Hills. Mr. Mottl becomes a vp and account supervisor of H&J, as well as a member of the executive committee.

Accounts moving into H&J as a result of the merger are Kern Foods, Kleen King Home Products, Luer Packing, Oroweat Baking Co., Weatherby Inc. and Bohemian Distributing Co.

Van Roo Joins WITI-TV

Robert H. Van Roo has joined WITI-TV, Milwaukee, as promotion manager. Mr. Van Roo formerly was promotion manager of coverage studies of radio-television audiences of A. C. Nielsen Co., Chicago.

Chalek & Dreyer Adds One

Allstate Dairies Inc. has appointed Chalek & Dreyer, New York, to handle advertising. The agency formerly handled the Court Leigh Corp. affiliate. Allstate was formed by the recent merger of Whitelawn Dairies, Court Leigh Corp. and Supermarket Advisory Sales and the acquisition of Barbato Continental Corp. Among the ice cream brands sold by the divisions are Deauville, Lady Beth, Cortley, Ardsley, Barbato Continental, Mayfair, Scoop and Dale.

Temperature to Adams

Temperature Engineering Corp., Riverton, N.J., manufacturer of temperature processing equipment, has appointed Adams & Cooper, Philadelphia, to handle its advertising.

A most sincere thanks to the Hollywood Advertising Club for naming five of our TV COMMERCIALS among the "BEST IN THE WORLD" IN THEIR CATEGORIES!

and a very special thanks to these organizations for honoring us with a total of 22 awards this year:

American TV Commercials Festival & Forum, New York
Art Directors Club of Chicago
Affiliated Advertising Agency Network
Film Media Magazine
Chicago Federated Advertising Clubs
Chicago Chapter, Academy of TV Arts & Sciences
Cleveland Advertising Club
Cleveland Art Directors Club

AND NOW—THERE ARE TWO FRED NILES COMMUNICATION CENTERS

Fred Niles of Hollywood

NEW LOCATION, 650 N. Bronson, the California Studios! Best of Hollywood available to you through these key staff members . . .

LIONEL GROVER, Production Manager, a specialist in every detailed phase of the complex film medium.

EDWIN T. MORGAN, Executive Producer, with the rare combination of extensive TV advertising and film experience.

HARRY HOLT, Executive Art Director, award-winning creator; over 20 years in animation and design.

Fred Niles Communications Center of Hollywood
650 N. Bronson • HOllywood 3-8154

Fred Niles of Chicago

TO SERVE you in more diverse areas of communications, we've implemented our large staff with—

NORMAN C. LINDQUIST, Sales Vice President, offering years of marketing, TV and industry program experience.

ROBERT J. ELENZ, Creative Representative, one of the top TV film writers with an agency copy background.

LEN OWEN, Business Theatre Vice-President, executive producer of business theatre programs for sales and convention meetings.

Fred Niles Communications Center of Chicago
1058 W. Washington Boulevard • SEeley 8-4181

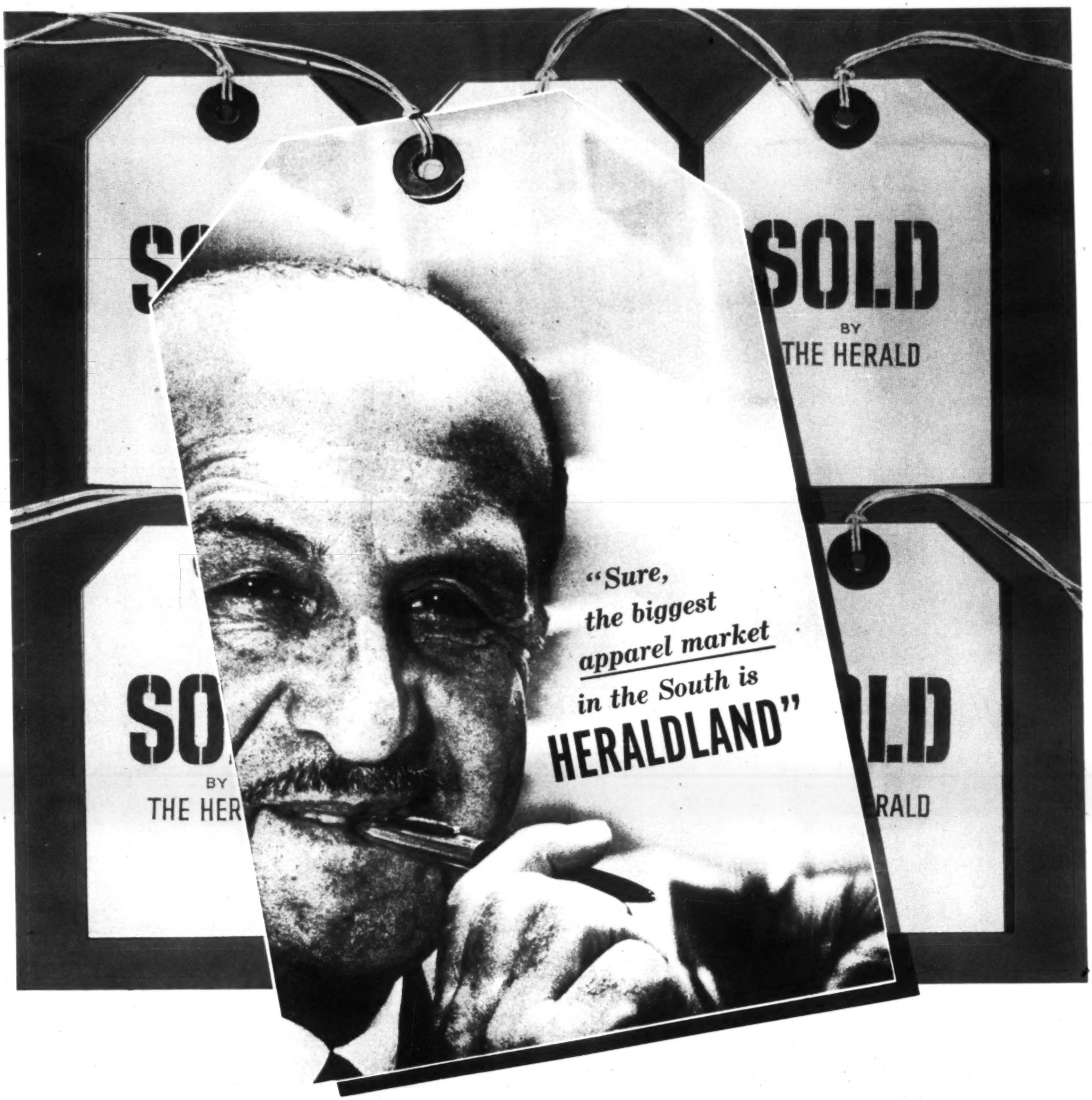
the Roanoke, Virginia, newspaper food market is **3 TIMES LARGER** than its Metro ranking indicates

FULL COLOR is available

Write for new Brochure giving all the facts

THE ROANOKE TIMES
The Roanoke World-News

SAWYER-FERGUSON-WALKER, *Nat'l Representatives*



HERALDLAND is the BIGGEST and GROWINGEST MARKET in the SOUTH

Yes . . . HERALDLAND! Almost $200 million apparel sales. More than the total apparel sales in the Metropolitan Counties of Atlanta, Birmingham and Louisville combined

1,724,000 people . . . $3,307 million effective buying power . . . $2,652 million retail sales, a market greater than any of 26 entire states.

HERALDLAND — the South's No. 1 market — is sold by the South's biggest and most influential newspaper

The Miami Herald

STORY, BROOKS & FINLEY, INC. NATIONAL REPRESENTATIVES

© KARSH OF OTTAWA

"No doubt most of you had occasion to see The American Weekly Magazine distributed with the Sunday newspapers of January 15, and to note the magnificent cover portrait of President and Mrs. Kennedy which graced that page. During my years in business and in public life I have never seen a more attractive portrait, nor have I ever seen a more timely and effective public service undertaking by a major publication... In recognition of a service which in my judgement merits such recognition, I have today written the Publisher of The American Weekly and extended my congratulations to him."

Hon. John M. Slack, Jr.
Member of Congress

FROM A SPEECH BY REP. JOHN M. SLACK, JR., WEST VIRGINIA, AS ENTERED INTO THE CONGRESSIONAL RECORD JANUARY 23, 1961

How an American Weekly cover portrait won instant Congressional recognition and overwhelming public response

On January 15th 1961, The American Weekly presented on its cover a full-color portrait of President and Mrs. Kennedy by Yousef Karsh —the world's greatest portrait photographer.

Just eight days later, Congressman Slack's expression of gratitude for the public service benefits of this portrait undertaking was read into The Congressional Record.

Within a few days letters of praise poured in to the Editors from Justices of The Supreme Court, Cabinet Members, State Governors and other high Government and State Officials.

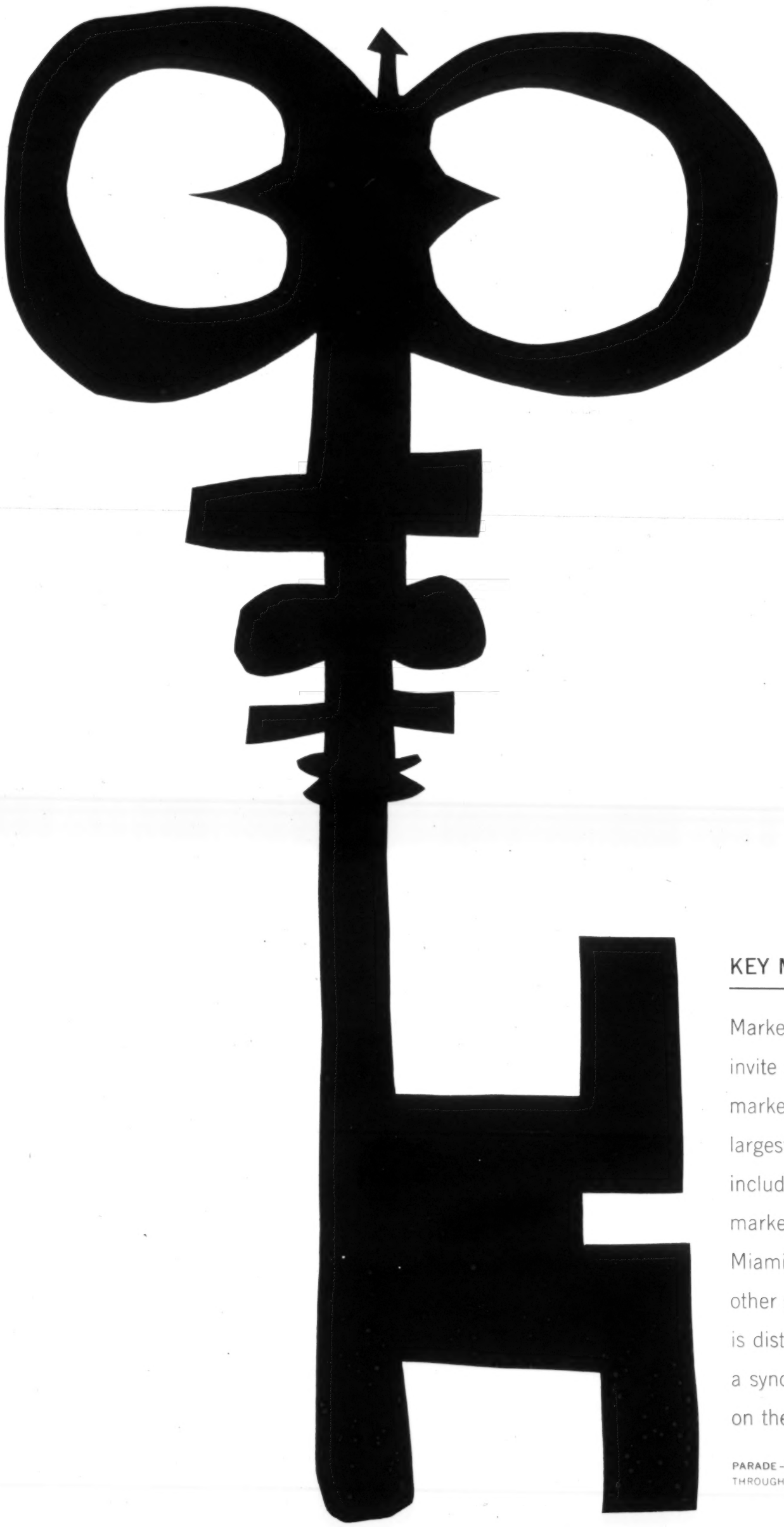
In the same issue in which the portrait appeared, The American Weekly offered readers a fine art reproduction of the portrait for $1.00.

By January 31st over 45,000 requests for these reproductions were received . . . another outstanding example of The American Weekly's contribution to its member papers.

The American Weekly wins recognition and response like this again and again because it speaks in terms people understand about things that concern them most.

Best read Sunday magazine

. . . and the most resultful



KEY MARKETS INTEREST YOU?

Market by market, **PARADE** newspapers invite comparision. In 59 of its 65 key markets **PARADE** is distributed by the largest (or only) Sunday newspaper. This includes 8 of the 13 big metropolitan markets—such as Washington, St. Louis and Miami—where one or more of the other syndicated Sunday magazines also is distributed. The results you get from a syndicated Sunday magazine depend on the newspapers that distribute it.

PARADE—THE SUNDAY MAGAZINE SECTION OF STRONG NEWSPAPERS THROUGHOUT THE NATION REACHING 10 MILLION FAMILIES EVERY WEEK.

Advertising Age

Feature Section

Lavenson Talks About His Life of Leisure

One of the Many—Coldene Ad

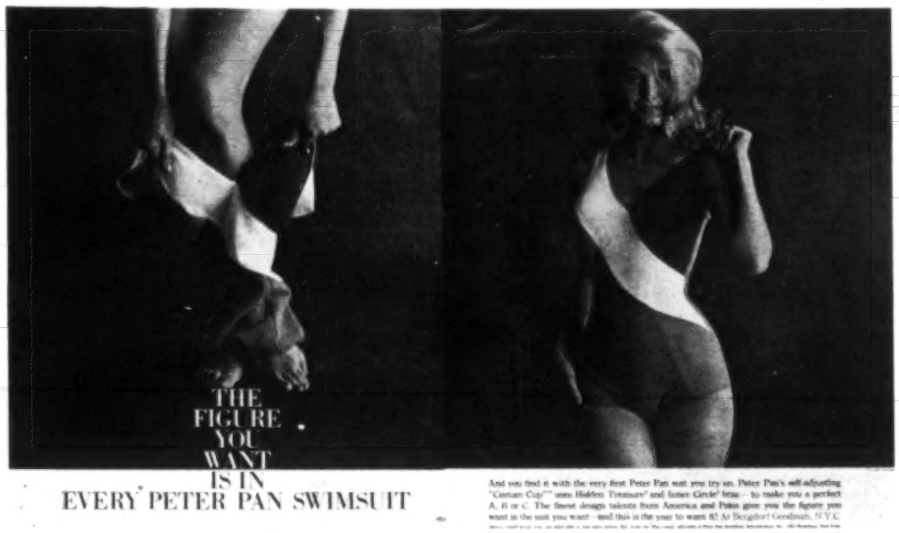
Diamond Discusses Trademark Suit

Groesbeck Takes Distaff Side

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Tyler Picks Ten for January . . .



Peter Pan Swimwear

Beware the sparkle of Britain's Spring!

British Travel Assn.

Hat Corp. of America

Visual Ads Are Now in Vogue, but Hang on, That Ad Pendulum Swings Both Ways

By William D. Tyler

There are two kinds of copywriters. One is the writer who has some selling sense. The other is the salesman who has some writing ability. The least profitable debate I know concerns which of the two makes the better creative man. The record shows that plenty of greats have come out of both camps.

William D. Tyler

My sermon today is that this business is currently less attractive to members of the former school than it used to be. Men and women with considerable writing ability have traditionally been attracted to advertising because it afforded them *the* most profitable outlet for their talents.

The profit is still there, but the opportunity for use of the creative writing talents is less. Two reasons. First, the trend toward copy so short it sometimes all but writes itself. Second, the trend toward television, where the writing is so subordinate to the visual that the best tv copy is the most unobtrusive copy; copy that simply complements what the viewer sees on the screen without attracting attention to itself.

The opportunity for sheer creativity in advertising today has shifted a few degrees away from the verbally-oriented to the visually-minded, both in print and film. The pendulum will eventually swing back, however, for copy such as contained in the British Travel Assn. and Du Pont ads, helps provide the necessary depth and stature that is required to keep advertising a significant force in the economy.

Peter Pan Swimwear

I don't know whether this is a good ad or not. All I know is that I haven't been able to get my eyes uncrossed since I first came upon it. I had intended to read the copy, but what with one thing and another, haven't got around to it. If a swim suit ad's purpose in life is to make a woman think she might look beautiful in it—then, this ought to do the job. Copywriter was Altman-Stoller's Lois Harmon. Joseph Nissen was the art director.

British Travel Assn.

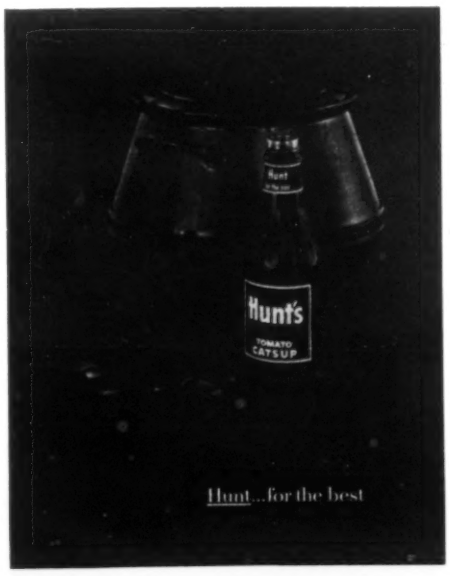
Under the heading, "Beware the Sparkle of Britain's Spring!" Clifford Field writes an eloquent dithyramb on the lusty month of May in his own, his native land. "It inspired," he writes, "giddy odes. Unlikely similes. Frightful cliches. And love . . . Primroses start to pop in January. Cornish daffodils stare February in the face and chuckle . . . You begin to believe there's a flower seed in every raindrop. Flat racing starts in spring. So does the leisurely lunacy of cricket. Festivals, fairs and floral dances put a froth on your fun. And, like any fauna faced with flora, you want to grow wild." You could put that to music. Makes you want to go " . . . to Britain and back for $320. If that little bargain doesn't inspire spring fever, see a doctor." Ogilvy's Gus Anton was the art director.

Hat Corp. of America

My choice for ad-of-the-month is the newspaper page prepared for the Hat Corp. of America by Leo Burnett. It is the first truly effective blow struck in behalf of an industry that needs to throw a few punches if it isn't going to let itself be nice-nellied out of business. Appealing to a man's vanity is one thing, but appealing to his drive for self-betterment is quite another, and an infinitely more compelling approach. Written by Draper Daniels and laid out by Gene Kolkey. An ad with real guts.

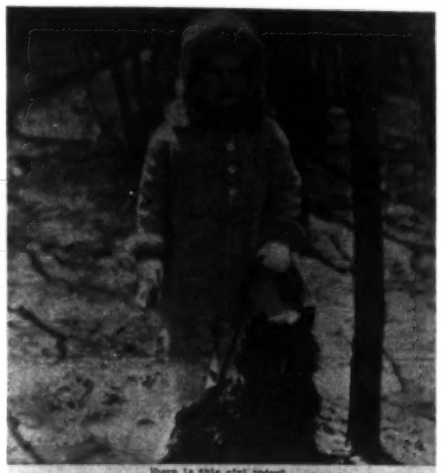
Hunt's Foods

The most creative use of print media last month was Hunt's. The company all but took over the *Ladies' Home Journal*

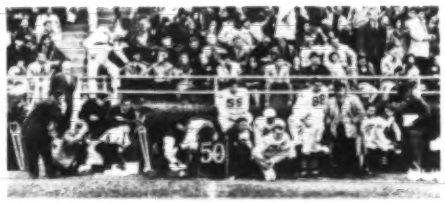


Hunt's Foods

Biotherm


Where is this girl today?
Today (as a grownup) she is watching her husband become President of the United States. Today (as a child, above) she is greeting the young of the Ladies' Home Journal in the first picture story of her childhood ever published. / Starting in the February issue, the Journal sailed town with an exclusive look into the personal picture album of Jacqueline Bouvier Kennedy. Here, in three parts, is a whole girlhood of enchanting, candid snapshots. Here are Jacqueline's personal thoughts and private dreams. Plus poems she wrote as a child. Plus stories about her whirlwind life as debutante of the season — and queen of the year. / This is Jacqueline's own story. It was recorded — finally — by her devoted friend, Mary Van Rensselaer Thayer. It will be read — avidly — by the Journal's devoted friends, women all. / This feature pictures the Journal gets the firsts. First-rate subjects. First-hand information. First-class writing. Which are good indications why the Journal is where she is today: First Lady in her field.

Ladies' Home Journal



Ford Falcon

Du Pont

American Golfer

How to give him 4 years of college for the price of 3
WHY U.S. SAVINGS BONDS ARE SUCH A GOOD WAY TO SAVE
You save more than money with U.S. Savings Bonds

U.S. Savings Bonds

and *McCall's*. There were 15 ads in the former and almost that many in *McCall's*. The *Journal* treatment was particularly dramatic. Three bleed pages preceded a series of 12 half pages. Each of the latter featured a different recipe for Hunt's tomato paste. Idea was some unsung space salesman's. It certainly earned Hunt an inordinate share of women's minds during January. Y&R's Paul Waddell supervised Avis Van Dyke's copy, Bob Wheeler and Alex Mendoza were responsible for the art direction.

Ford Falcon

Someone at Ford evidently asked for an ad dramatizing popularity. He got it. Gordon Bushell of J. Walter Thompson came up with the most elaborate gag of modern times to accomplish just this. Almost one hundred models filled a section of a stadium to form the "before" picture that preceded the headline: "Attention! Will owner of the Falcon please move his car?" The "after" picture shows three people left. Layout was Bill Buckley's.

Ladies' Home Journal

The most timely ad of the month ran on Inaugural Day. It was built around a blown-up snapshot of a little girl with her dog. Heading of the newspaper page: "Where is this little girl today?" Bill Palmer and Jim Jordan's copy answers, "... watching her husband become President of the United States." The perfect lead into copy telling about the Jacqueline Kennedy story in the forthcoming issue. Layout by BBDO's Marty Stevens.

du Pont de Nemours & Co.

An unassuming 600-liner in the *Wall Street Journal* contained some of the most thoughtful copy to appear in advertising for some time. It takes off after the Vance Packards right from the headline. Charles M. Hackett's copy starts: "Self-criticism, as someone has said, is a luxury only a very successful society can afford; less fortunate people are too busy being poor to denounce themselves very vigorously ... Only a few years ago the theme (of our self-criticism) was that a third of our people were in poverty. Then it turned out that the trouble was ... 'affluence.' Then ... our vulgar society was insufficiently concerned with non-material values. Then *overly* concerned ... The latest ... charges us with ... waste." Last paragraph sums up: "The idea that the better, the less costly, or the safer, should be turned aside because it replaces something else, would relegate progress itself to the scrap-basket. And that's the kind of waste *no* action, however affluent or successful, can well afford." Layout by Ernest Capo Bianco of John Gilbert Craig Advertising, Wilmington.

American Golfer

Cleverest ad of the month was a cooperative ad for a dress house and Best & Co. It featured a close-up of a lady's rear elevation with fingers crossed as she holds her Best's bill and a bill stuffer picturing a dress. Roslyn Seides' caption: "I promise, dear, I won't buy another thing (except this American Golfer)." Brilliant layout by Irving Serwer's Richard Gertner.

Cosmetiques Biotherm

In these days of sophisticated cosmetic appeals, it is refreshing to come upon a primitive throwback in the form of alchemy, love philters, witches' brew, and magic potions. Kastor, Hilton's Mort Heineman is responsible for an ad that shows two glasses of water: "One holds a beauty secret 2,000 years old. Which?" Turns out that the one "blessed with a touch of Nature's magic comes from certain thermal springs of France, where, for 20 centuries, even the grandmothers in those regions have been noted for smooth and flawless skin." Ah, advertising! I believe every word. If only they could find a thermal spring for aging copywriters ... Art direction by Joseph Shaw and Bill Didul.

U.S. Savings Bonds

Savings Bonds are not the most glamorous investment these days, and it takes some digging to come up with an appeal that brings them back into consideration. Burnett's Len Elliott found just such an appeal in a new and relevant dramatization of the old, "get back $4 for every $3." It reads, "How to give (your youngster) 4 years of college for the price of 3." Layout by Art Thaler.

Lavenson Gives Pointers ...

Retired Four Years, Agency Founder Finds Ad Business 'More Fun' on Sidelines

The average, red-blooded agency man, even if he looks toward retirement with the shudders, may find some comfort and some future guidelines in what ex-agency head Jay Lavenson Sr. says about his life of semi-retirement. Here's a reassuring insight into a leisurely but busy life of "doing nothing."

By Jay Lavenson Sr.

Founder and Chairman of the Board, Lavenson Bureau of Advertising, Philadelphia

Four years ago, this February, after two decades at the helm of the advertising agency I had founded in the not very promising year of 1929, I withdrew from active participation in administration of the agency's affairs.

Perhaps, if you are an agency executive now crowding 60, you might be curious about what this radical change in my occupational pattern has meant to me and could possibly mean to you in similar circumstances. What has happened to me may be heartening and stimulating to any of you advertising men who think you want to let go of the reins but wonder what measure of personal satisfaction you may expect when you no longer do the driving. The answer, of course, depends on the kind of planning-to-retire executive you happen to be.

■ If you belong to the "I-want-to-die-in-harness" school, it's not for you. If you secretly regard yourself as more or less indispensable or if you lack confidence in the younger generation, you had better stick around with your nine-to-five job as long as your arteries permit. But, if like me, after more than 40 years in business, you decide that you can be more useful, more fruitfully occupied as a parttime "coach" instead of a full-time quarterback, you may come to realize that even the game itself is more fun when viewed from the sidelines.

My retirement, I must explain, has not meant total divorce. Several days each week I am in the office, available for consultation and, just to keep my hand in, for odd jobs such as suggesting copy slants, special writing assignments that I enjoy, attending occasional staff meetings and acting as chairman of the board when I'm in town. My schedule includes a winter vacation of a month or more and an almost total absence from the office for three months in the summer. In addition, my present plans call for a trip abroad with my wife in the fall.

■ "Is that a full life," you may ask, "for a man who has no mental or physical disability (not even ulcers) and who still retains a keen interest in affairs?" The answer, in my case, is four-fold:

1. I am fortunate in having a hobby which dates back to about 1939 when I first discovered the joy of personal participation in the arts. Yes, I'm a "Sunday painter" (except that I paint on weekdays mostly) and I also try my hand occasionally at other forms of creative work. This occupation, aside from being amazingly absorbing in itself, has added enormously to my power of observation not only in the arts—and art understanding and appreciation—but equally in everything that my eyes behold. In fact, a whole, new world has come into being for me since I discovered the magic that lies dormant in those blobs of paint on a palette!

2. Then, there's the vast and stimulating realm of fact, fancy and wisdom that can be found in books. Now, I no longer find too much of my "spare" time devoted to such formerly essential reading as the

Emotional Involvement: The Next Media Frontier

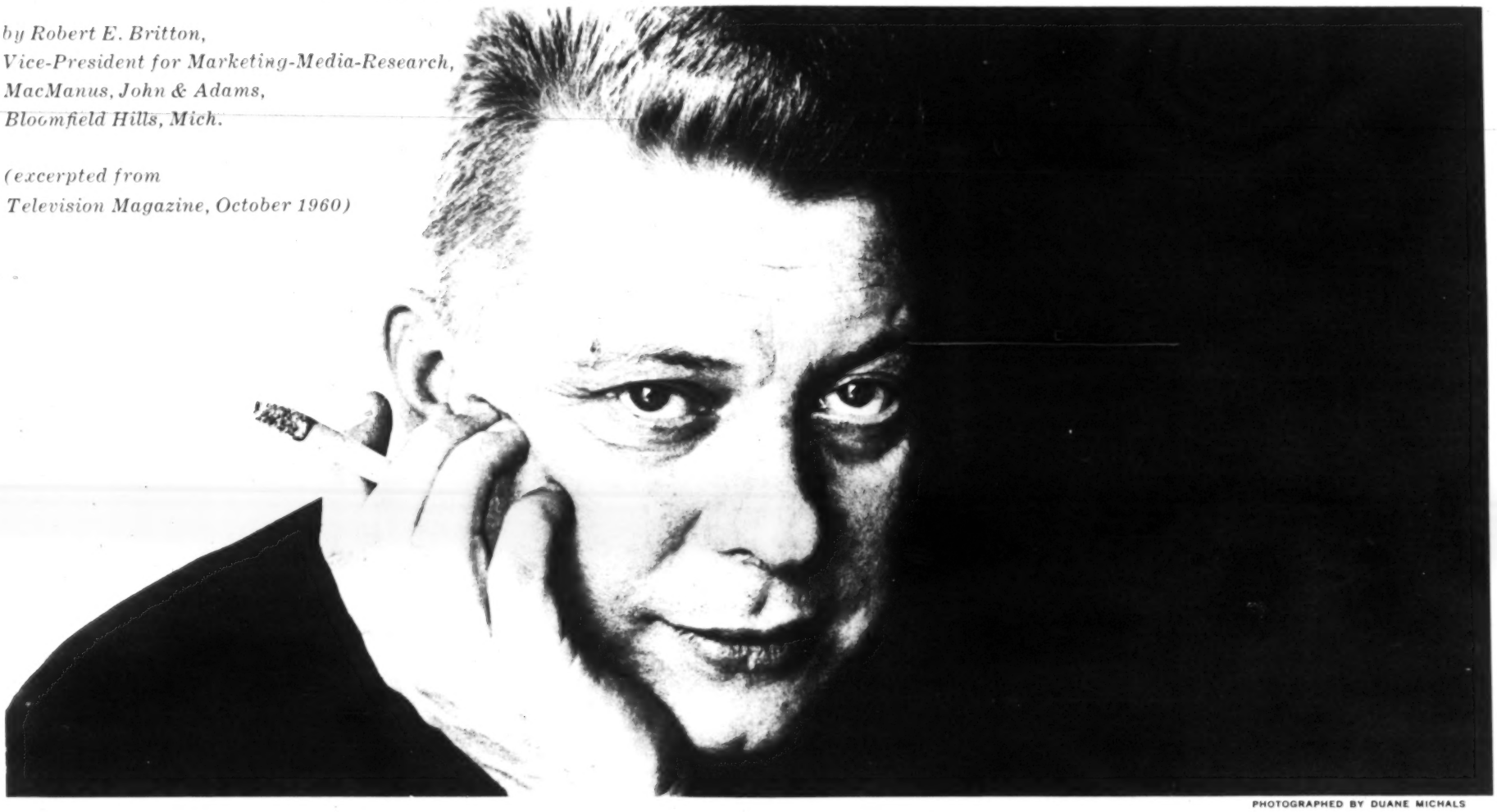
"The high-level executive heading up the marketing-media-research complex in a modern agency is likely to be smothered by figures and surfeited with facts. He is surrounded by nose-counters, both human and machine. In fact, he may be so preoccupied with noses that he loses sight of the face of a vital problem: measurement of the degree of emotional involvement of the viewer or reader or listener with the vehicle which will carry the ultimate advertisement . . .

"Today we can measure audience with reasonable exactitude. And we can break down that audience by age and income groups, sex and financial potential. But when it comes to the moment of truth, when the executive must forecast the emotional climate in which the advertisement will stand or fall, then he must abandon his beautiful machinery . . . and strike off alone into a statistic-less jungle . . .

"The measurement of emotional environment of various media, in my opinion, is the major variable between successful advertising and failure. It probably is the next media frontier which we must conquer."

by Robert E. Britton,
Vice-President for Marketing-Media-Research,
MacManus, John & Adams,
Bloomfield Hills, Mich.

(excerpted from
Television Magazine, October 1960)



PHOTOGRAPHED BY DUANE MICHALS

Alert marketers are already finding rich pay-dirt of emotional involvement by advertising in America's many fine selective magazines.

People with a mind for the news read Time or Newsweek. Readers with a wanderlust for the world go for Holiday or National Geographic.

And 950,000 families each week who love the vigor and activity so characteristic of today's suburban-based life have become devoted fans of SPORTS ILLUSTRATED.

Because sportsmen and women are inevitably energetic and outgoing, SPORTS ILLUSTRATED delivers your advertising message to a readership that is singularly selective.

By any measure, emotional involvement in SPORTS ILLUSTRATED—and hence advertising response—is bound to be at a high level. And it can be acted upon: median household income is $10,835 (one of the highest of any magazine) at a median household head age of 42 (one of the lowest). It is almost a truism that "active people make active markets."

Circulation now 950,000 weekly

Sports Illustrated

trade and business journals, supplemented by weekly news and picture magazines and daily newspapers. There are enough hours in each week for selective reading of books, old and new, biographies, histories, poetry, novels, tales of science and exploration, and magazines of literature and the arts. In addition, I am always trying to keep alerted and informed in several other directions which hold special interest for me—these being represented by the jobs that I am trying to do in the field of community service.

3. Like so many others who have been engrossed for the major part of their lives in the business of business, I had never found enough time to give as much of myself as I would have liked, to the many worth while community enterprises which are always in need of both financial support and "workers in the vineyard." Yes, I had made annual and periodic contributions of money, not I'm sure until it actually "hurt," but to the extent that I felt I could afford. Now, for the first time I could regard some type of social service as a first order of business.

■ To it I could devote whatever abilities and experience I possessed and it didn't take long to discover that there was a genuine need for creative work, on a volunteer basis, in planning, writing, promoting and directing non-profit community service organizations. The problem, of course, became one of selection because nothing would be easier than spreading oneself out too thin by trying to do too much for too many.

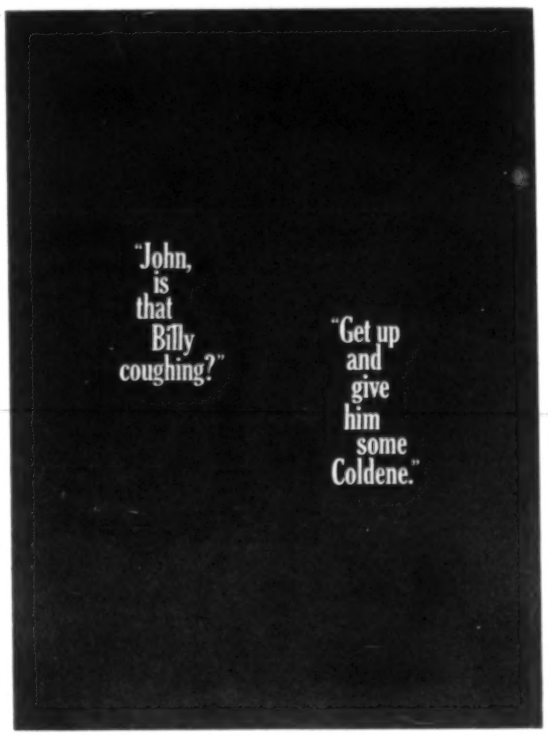
I started my search with just one firm stipulation. I was not interested in any purely sectarian agency nor any which practiced or endorsed discrimination along religious or racial lines. So, it has been a matter of observation, study and personal preference to find the specific organizations with which I have become associated in one or more aspects of their programs. And I think that I can say now that the rewards of working with people for people in a cause in which one believes, is vastly more satisfying than 15% commission! (I might add, however, that the Lavenson Bureau, no doubt like almost all other advertising agencies, has always been ready to donate its services in the preparation of educational and promotional material for communal projects.)

4. Finally, the least measurable but outstandingly important benefits of this "retired" status consist of a new way of life through which a man is enabled to share his holiday and other leisure hours with his wife, his family and non-business friends; is free to dispose of his time in whatever way he chooses and, if he wishes, to do nothing at all for a whole day or longer.

And, in case you raise your eyebrows at the very idea of "doing nothing," I would like to quote from a clipping that found its way into my wallet from a source that I do not recall. In the words of Stevenson (not Adlai), idleness "is an agreeable state . . . not exactly profitable in a money point of view, but very calm, golden and incurious, and one that sets a man superior to alarm." It need not be "a barren unemployment of the mind, but one of the arts of life. It is a means of dissolving the clouds with which experience darkens originality." ≡

The Creative Man's Corner . . .

Some Welcome Relief



This, beyond doubt, is one of the more outstanding of the few outstanding ads that the $10 billion advertising industry produces in the course of a year. People will remember this. People will know that Coldene is what you take when you have a cough due, as your company lawyers will insist that you say, to a cold.

How does such an ad come to appear? First, Virginia, because a smart creative man thinks of it. But that, my child, isn't quite enough. An account executive with guts has to take it to a client and say, like, "Look, junior—here is a great ad. Don't spend too much time thinking about it. Just remember that we know what we are doing and give us credit for so knowing. Then apply your John Hancock to it."

Most important of all, to have such an ad appear in the pages of a magazine—or of a newspaper, or on tv or radio or outdoor—requires a client intelligent enough to know he has selected his advertising agency presumably because they are skilled and experienced practitioners and in no way in need of what he considers his expertise. For this reason, when such an ad *does* appear, the client who let his agency run it deserves every bit as much credit, in this stage of our craft, as the creative people who brought it into its initial phase of being.

When we are tempted to use the word "huckster," let us never forget that it is the client who, like a member of the Security Council, has the power of veto. ≡

What's Doing on the Legal Front . . .

The Non-Protectible Trademark

By Sidney A. Diamond
Member of the New York Bar

The strength of a trademark or brand name lies in its distinctiveness. Companies whose trademarks lack this quality find themselves in the position of being unable to stop competitors from using similar trademarks, because the courts refuse to grant protection for them.

Sidney A. Diamond

A current example is the lawsuit in which Beatrice Foods Co., one of the country's largest producers of dairy products, has tangled with the Neosho Valley Cooperative Creamery Assn. of Erie, Kan. Beatrice Foods claims that its trademark "Meadow Gold" is infringed by the use of "Meadow Sweet."

The history of "Meadow Gold" goes all the way back to 1901, when Continental Creamery Co. began using it as a brand name for butter produced at plants in Topeka, Denver and Oklahoma City. During the period from 1905 to 1912, the capital stock of Continental Creamery Co. was acquired by Beatrice Creamery Co., an ancestor of the present corporation named Beatrice Foods Co. From 1901 on, the use of "Meadow Gold" gradually expanded, both territorially and in terms of the products to which it applied. Eventually, it became a brand with substantially national distribution in butter, ice cream, cheese and other dairy products.

"Meadow Gold" also was registered as a trademark in the U.S. Patent Office on several occasions for different types of dairy products. The first registration was taken out in 1960 by Continental Creamery Co. Subsequent registrations were obtained by Beatrice Creamery Co. (after it had become the owner of Continental) and finally by Beatrice Foods Co.

The history of the Neosho Valley Cooperative and its trademark "Meadow Sweet" also was told in the course of the litigation. That company was incorporated late in 1938. The next year, Neosho sponsored a trademark contest in its southeastern Kansas area, and "Meadow Sweet" was the winning entry. It was introduced as a brand name for butter in 1940; the consumer pack was sold only in southeastern Kansas at first, but bulk shipments under the "Meadow Sweet" brand name went to Missouri, Illinois and New York even in those comparatively early days.

■ The Neosho Valley Cooperative was expansion-minded, too. By 1948, it was selling a complete line of dairy products, with the exception of ice cream, under the "Meadow Sweet" trademark. It bought out several other dairy companies during the period from 1955 to 1959. One of these acquisitions, in 1958, gave it facilities for manufacturing ice cream. When the lawsuit began in 1959, "Meadow Sweet" was in use by Neosho in a marketing area that covered parts of three states—Kansas, Missouri and Oklahoma.

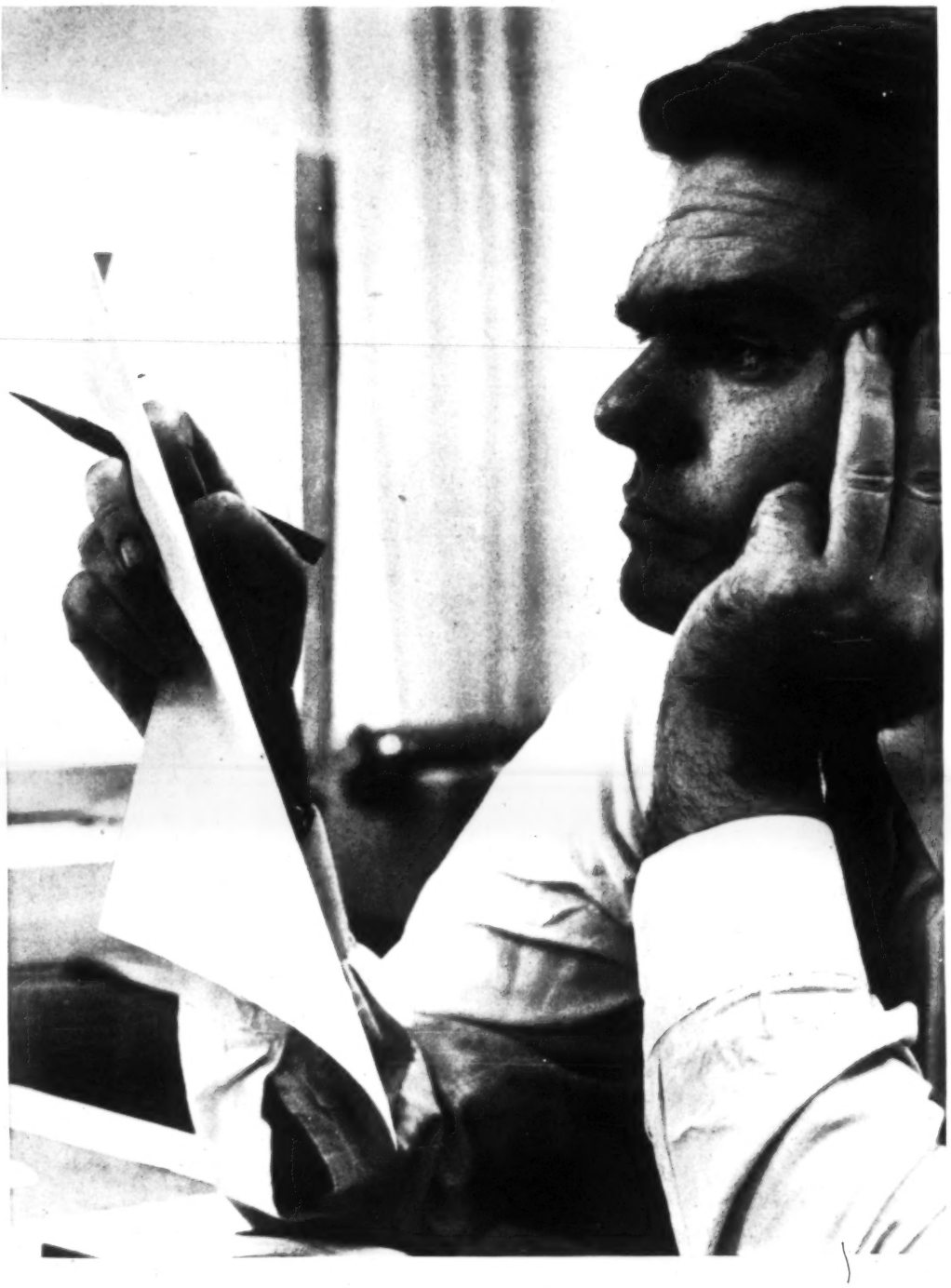
Beatrice Foods Co. asserted in its complaint that "Meadow Sweet" is an infringement of the registered trademark "Meadow Gold." Technically, infringement means that one mark is so close to the other that an ordinary purchaser might be confused. The likelihood of confusion is increased, of course, when both trademarks are used on the same type of merchandise, like the dairy products involved in this particular case.

■ Although "Meadow Sweet" may seem similar to "Meadow Gold," it turned out at the trial that "Meadow" was a common component of trademarks for dairy products. Companies that have nothing to do with this particular lawsuit have been using trademarks such as "Meadow Land," "Meadow Queen," "Meadow Lawn," "Meadow Brook," "Meadow-Vale," "Mountain Meadow," "Green Meadow" and "Clover Meadow" for many years. As a matter of fact, some of these were registered in the U. S. Patent Office beginning all the way back in 1895, which antedated the first use of "Meadow Gold" by the creamery that later came under the control of Beatrice Foods.

The judge stated flatly that the word "Meadow," when used as part of a trademark applied to dairy products, "is not capable of distinguishing such goods." He went on to explain that, when there is a combination trademark consisting of another word together with "Meadow," it is the other word, not "Meadow," that "constitutes the dominant part of the overall mark and must serve to distinguish the products sold thereunder from products of others also including the word 'Meadow'." The ultimate legal conclusion, again quoting the federal judge who decided the case, was that, "The trademarks 'Meadow Gold' and 'Meadow Sweet,' when applied to dairy products, are not confusingly similar to purchasers using ordinary care." The complaint of Beatrice Foods Co. therefore was dismissed.

An interesting sidelight on the case is the fact that Beatrice Foods Co. had been

How much does the right word matter?



Anyone who puts words together in a selling message that may cost $50,000 ought to keep these words of Mark Twain in mind:

> "The difference between the right word and the almost right word is the difference between lightning and the lightning bug."

In advertising, the difference between the right word and the almost right word can be the difference between Interest and Disinterest, Believing and Disbelieving, Sale and No Sale.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Motorola Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company • Star-Kist Foods, Inc. • Sugar Information, Inc. • Sunkist Growers, Inc. Swift & Company • Tea Council of the U. S. A., Inc. • Wallace Laboratories.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

doing business with the Neosho Valley Cooperative since 1943, purchasing bulk dairy products that were shipped to Beatrice Foods plants in Kansas and Oklahoma. Also, there was evidence that "Meadow Gold" and "Meadow Sweet" had been in direct competition in southeastern Kansas since at least as early as 1948. Nevertheless, Beatrice Foods did not give any indication to Neosho that it considered "Meadow Sweet" an infringement until August of 1958, shortly after the major acquisition by Neosho that had given it ice cream manufacturing facilities and expanded its territorial coverage to Missouri and Oklahoma.

■ Beatrice Foods apparently recognized that it was on comparatively weak ground on account of these facts, because it proposed several different alternatives to the court. One of these was that Neosho should be stopped from using "Meadow Sweet" only outside the part of Kansas it was serving as of Aug. 1, 1958. Another was that the use of "Meadow Sweet" should be restrained only for ice cream, the product that Neosho had added in 1958.

■ The judge went into this phase of the case quite thoroughly even though he had come to the conclusion that the two trademarks were not confusingly similar to one another and therefore that there was no infringement. As a second ground for dismissing the action, he wrote, "To now enjoin defendant (Neosho) from the use of its trademark 'Meadow Sweet' on dairy products and to cause it the costs, loss of good will, and injury that would be inevitably thereby occasioned, would be inequitable in view of the course of past conduct of the plaintiff (Beatrice Foods)."

Once again, this column must conclude with the observation that the decision discussed here is not necessarily the final word on the subject. The case may be appealed to a higher court, and it might be reversed. =

Agencies Ask Us . . .

More Women Needed in Advertising Agencies

By Kenneth Groesbeck
Advertising Agency Consultant

We are indebted to the Sperry and Hutchinson Co. for calling to our attention that there are now 17 women in Congress, more than twice as many as there were 14 years ago. Locally, 20,000 women hold county offices, 10,000 are on city councils, some 1,500 are top government appointees.

Kenneth Groesbeck

Definitely a trend, and one which is much to be encouraged. And how about our business? Are more and more women occupying important positions in advertising agencies, or is it still largely a man's world? I suspect this is the case, and the question can only be answered by each agency head, in looking over his staff, and considering his policy when enlarging it. Do we automatically think of men only in our growth and expansion of executive and creative positions, or do we wisely wonder "Wouldn't a woman be in line for that job?"

Personally I am constantly impressed by the writings of women columnists in some of our advertising publications. That seems to be the only place where they can publicly exhibit the characteristics that make them so valuable, advertising itself being so largely anonymous.

Apparently, whenever women write about advertising and selling, they do so with two basic fundamentals in mind. The first is, how does this policy (or advertisement, or marketing device, or product format) affect their best interests as women and home managers? The second, what says common sense about the matter in question?

This double activation, personal application and horse sense, is characteristically feminine. It is a combination greatly needed by advertising agencies.

■ Men greatly underestimate the power of a woman, in spite of the *Ladies' Home Journal*. Factually, women are physically stronger than men (more enduring, longer lived, for example). Women are more practical than men, less sentimental, more realistic. Since, as everybody knows, they buy most of what the nation uses at the consumer level, they know more than men do about values and are far less liable to be fooled by unfounded claims and selling exaggerations.

Why in the world, then, are they not constantly in demand for creative positions in advertising agencies? Why do women get less money for the same jobs as men fill?

■ There are two obvious reasons. The first is that women are primarily busy with the world's most important job, having children and bringing them up. The second, that men are the risk takers, the wage earners, as they should be. Men start the advertising agencies and run them. Men make the decisions by which the family prospers or runs behind, financially speaking.

This proper division of labor between the sexes—handed down to us from primitive times—is all to the good and fits most of the abilities of the parties concerned. However, it tends to blind men to any female abilities usually labeled "men only." Smart agency heads may well watch out for this blindness, lest it bar them from some profitable personnel decisions.

■ Within the advertising agency, women are commonly found doing excellent and appreciated work in clerical positions. In the Mama and Papa shop, so frequently operating in our business, the wife of the head is bookkeeper, supervisor of clerical work, often everything except contact and creative worker, and at a very low pay, at that.

One can easily understand why she is not usually active in contact work. This is one area of agency activity where women seldom fit. Clients do not like to be contacted by women. Sexless and businesslike as they may try to be, women are women first, which is a distracting business, thank God.

It is harder to understand, however, that so few women, comparatively speaking, occupy important positions in agencies on the creative side of the fence. Of course, agencies are commonly started by creative men, and it is quite natural that agency creative thinking should continue to stem from their imaginative, literate, articulate founders.

But then? The next step? The time when the agency head needs to supplement his creative work? The time when he is looking for copy writers, even copy department heads? Does he even think of women for these jobs? Very seldom. Almost automatically, he thinks of these positions as masculine, as surely as he thinks of stenographers and secretaries as feminine. This is a typing, as you might call it, which is short-sighted and illogical. It is also expensive.

It is to be regretted that female brains cost less than male, but there is no doubt that this is the case. It may be equally true that female brains can be worth more than male, in creative thinking on consumer goods marketing, particularly of those which women buy. Perhaps not in trade paper advertising on scientific subjects about which women know little and care less. But certainly on products women buy, for themselves and their families. Much more often than you may think, on products primarily bought by men, but on which they take their wives' advice.

■ Automobiles, for example. Time was when only men looked under the hood and decided accordingly. Now nobody needs to look under hoods, but someone extremely influential is asking how the car under consideration will work taking the children to school, parking outside the supermarket, how much it will cost per driven mile in the family budget.

This "influential" is the woman running a home. How often, though, do you find her writing the automobile copy? All the abilities she possessed in influencing family purchases are still there, still available, when her family has grown up, when for one reason or another she becomes available as an agency worker.

Could it be possible that we wise and all-seeing men are overlooking a bet when we fail to consider women for important creative work? Considering how highly we evaluate our wives, is it possible that we are undervaluing our possible agency partners?

Reading this over, my own wife, herself a trained advertising woman, said I am blaming men too much and women too little in scanning this situation. Women in business, she says, including herself, try too hard to make an impression, try too hard to act like men. Which, she points out, is extremely infuriating, making cooperation practically impossible. Men, she says, want women to act like women, even in business. Even if they know more, I guess she means, women mustn't let on. Take it from there. Anyhow, I practice what I preach. =

On the Merchandising Front . . .

Another Statistical Puzzlement

By E. B. Weiss

Most business executives are second only to economists in their slavish addiction to statistics. And it may very well be that many business men pay more homage to statistics than do most economists—because the less mathematical training one has had, the more one tends to worship statistics as a sacred cow.

E. B. Weiss

Economists have a considerable statistical training—they *should* know better than to accept our business statistics as mathematical verities. (As a matter of fact, I have always suspected that they talk a better game of faith in statistics than they really entertain.) But business men, especially those who have not had a considerable mathematical background, tend to be enormously impressed with statistics.

This is the reason why, I imagine, we hear so many business executives remark—sadly—about the *decline* in their industry's percentage *share of the consumer's dollar*. One business executive after another seems to get into a blue funk each time he comes across this statistical measurement of his industry.

■ For example, the major appliance manufacturers are now bemoaning statistical evidence which seems to say that major appliances are getting a smaller share of the consumer's dollar. For many, many years, most branches of the soft goods industries have been scaring up the same ghost (and blaming hard goods).

I know that the shoe industry has raised this alarm periodically. Very recently, an executive in the mattress industry remarked that bedding manufacturers "would have had an 18% increase in sales in 1960 if they had enjoyed the same share of the consumer dollar that they had won in 1950." And I have heard producers of women's ready-to-wear complain that they, too, are no longer getting their historic share of the consumer's dollar (which will perplex many an executive when he totes up his wife's fashion bills).

Very likely, even in 1959—when just about everybody was in agreement that we were enjoying boom conditions—dozens, and maybe *scores* of industries were, nonetheless, worrying themselves into minor and even major mental distress because "we aren't getting the same percentage of the consumer's dollar" as a few years ago.

This economic yardstick is a statistical absurdity.

■ In the first place, the statistics purporting to disclose the percentage of the shopper's dollar that goes for each classification of merchandise are even more imperfect than most of our economic statistics—and that's saying more than a mouthful! These share-of-market statistics are haphazardly conceived, haphazardly collected, haphazardly totaled—and even more haphazardly interpreted. They are as full of holes in concept and execution as the proverbial sieve—and their economic *interpretation* tends to be a *total* error.

The government's merchandise classifications tend to be obsolete. The statistical weight assigned to each classification has little relationship to reality. The statistical collection procedure shows large gaps. This is statistical *folly*—yet it tends to assume the image of a statistical bible when it reaches the desk of so many business executives.

I am told regularly—largely as a result of share-of-consumer-dollar statistics—that men are not spending as much for footwear today as they did some years ago. *This just can't be!*

■ More millions of men have more pairs of shoes and other footwear than ever before in the history of this nation—and ever before in the history of *any* nation. In the early part of this century, by far

PORTRAIT OF A BUYER PROTECTING HIS PROPERTY

Surely it is understandable that a timorous buyer wants to protect his sources. And it proves that he knows his business—because there's nothing so important to an industrial buyer as product information. In other words, sources.

Prime source for sources is Thomas Publishing Company. Every year Thomas compiles the most complete directory of product information in the world—Thomas Register. TR is a weighty tome—about 48 lbs. of buying aid that lists 75,000 different product classifications on 10,000 pages, with 13,000 advertisers.

Equally weighty, but not in pounds, is Thomas' monthly product information newspaper for buyers, Industrial Equipment News. In IEN, buyers find details, drawings, cutaways, the whole product story told tersely. Over 81,000 buyers use IEN.

No industrial sales program is complete until product information is by the buyer's hand. To reach the buyer, advertise in IEN and TR. Published by Thomas product information headquarters for the men who buy.

THOMAS

PUBLISHING COMPANY

Product Information Headquarters

461 EIGHTH AVENUE, NEW YORK 1, N. Y.

Phone: OXford 5-0500

the largest percentage of American men had only one or two pairs of shoes. Period. Today, a substantial percentage of American males have shoes for business wear, shoes for dress wear, shoes for casual wear, shoes for formal wear—tennis shoes, golf shoes, shoes for boating, for hunting, for bowling, etc., etc. The American male has a *smaller* footwear wardrobe today? Posh and tosh!

But even if these share-of-shopper's dollar statistics were accurately compiled —and that's one whale of a concession to make!—it is *still* fact that: 1. The shopper's dollar, itself, is not a fixed unit. 2. Every decade that dollar shows a bewildering ability to encompass more of everything.

■ When most men could boast of only one or two pairs of shoes—that *tiny* shoe wardrobe actually took a *larger* percentage of the shopper's dollar of that day than does four, six or *eight* pairs of footwear wardrobe of today!

If some industries that complain about their decline in share of shopper dollar were once again to recapture their percentage of 20 or 30 years ago—they would have to *double and triple* plant capacity to keep pace with demand!

We have more people today. We have more spendable dollars—more discretionary purchasing power. Neither the shopper nor her buying dollar is the same as it was even five years ago—numerically speaking. (Some of these share-of-shopper-dollar statistics go back to the days before credit buying had achieved its present-day gigantic totals—what possible relationship can those statistics have to the present-day situation in the market place?)

I contend that there isn't a single, solitary, blessed merchandise classification for which more people are not spending more this year than in 1950, or 1940, or 1930—with, of course, the exception of those classifications that have been passed by as a result of economic, technological and social change. (We aren't spending as much for kerosene lamps in 1961 as we did in 1931.)

But mattresses, home furnishings, appliances, shoes, ready-to-wear and a score of other classifications that are still very much alive? These classifications aren't suffering from a shopper revolt—they are merely suffering from statistical staggers!

Tips for the Production Man . . .

Reverse Plate Key Numbers

By Kenneth B. Butler

The problem of producing a series of ad plates with changing key numbers carried in reverse plate, is quite universal and mighty vexing. Layout artists have a penchant for carrying the advertiser's signature and address in reverse plate because of the strength which this device provides. Engaged with artistic appearance, layout men do not worry much about the impracticability of it and the production man, with deadlines pressing, must cope with the problem.

If the signature is confined to the tailpiece of an ad and if it is a separate plate, the added expense can be confined to extra composition, reproduction proofing and separate engravings for each publication keyed. When the signature is tied in with the entire ad plate, any thought of remakes is out of the question because of the overwhelming expense. A space is then mortised out, customarily, to receive the changed key number, an operation performed by the publication printer. This is practical but a mortise is not a very attractive thing and detracts from the layout.

We've been doing some original research to try to wrestle out an answer. We've come up with one idea which we believe is practical. You may conclude it is hare-brained. But hear me out!

Key numbers for testing pulling-power of various publications carrying an ad consist of varying zone numbers in small communities which have no zone system, or in a change in catalog number, suite number, room number, street number, desk number, or department number.

Here is how our idea works: following the street or room or catalog designation, set the numeral "10" as shown in the accompanying series of reverse plate panels. This takes care of the first publication on your list.

Then follows a series of additional key changes which are produced by a very simple, hand-tooling operation which I am sure any engraver can produce quickly and inexpensively. You will note that only numerals have been chosen which are produced by a simple, straight stroke of the engraving tool.

Thus the "1" is easily converted into a 7 or a 4. The "0" can be made into a 6 or a 9. In combination, these minor embellishments provide nine possibilities.

REVERSE PLATE KEY NUMBERS—*This illustration of a series of panels shows the possibilities for changing key numbers carried in reverse plate by using a simple, hand-tooling method which is inexpensive and speedy.*

True, the alignment looks a little odd on one or two of them—but not objectionably so, I think.

The postal zone handling used in our illustration would not be practical for Chicago or any large city with more than nine zones. In cities you would have to use a catalog number or one of the other alternates.

Think it might work? If you have a better idea for solving this problem, send it in. =

The Peeled Eye Department . . .

Anony-Mouse Writer Tells How to Become Fat-Cat Writer

By Dick Neff

All You Need Is an Open Mind and a Shut Mouth

A few months ago we got an anonymous contribution from an unhappy copywriter which was a slight paraphrase of a fine house ad by an agency known for the decent way it treats writers.

Dick Neff

In the bad-guy agency where this unhappy copywriter worked—or *had* worked—things weren't quite so rosy as in the good-guy agency.

We never printed his contribution for three reasons. First, we don't like to print contributions unless we know the source, though we will, of course, leave the contributor's name out, upon request. Second, the ad and the paraphrase were both pretty long, and we weren't sure our editors had that much ink to spare. Third, we'd rather hog the spotlight ourselves.

However, we finally decided it was too penetrating a commentary not to pass along to our readers, so here goes.

The ad read, in part, as follows:

'LETTER TO A YOUNG MAN'

". . . To answer the question in your letter: 'Does ..... encourage writers to have independence of thought?'

"You can start with the fact that writing an ad is one of the most independent jobs in the world . . .

"You're alone with a blank piece of paper and a typewriter. You're by yourself. Leaning on your thoughts. And what comes out has to be yours. This is independence of the truest kind.

"After that, another type of independence is called for. Maybe you could call it gumption. Character. Or the ability to be your own man.

"Specifically, after you write your advertising, the meetings start . . .

"There are times when suggestions made in these meetings are good. Sometimes they are better than yours and you are wise to take them.

"But the real test comes when you have authored a good and even brilliant idea and it begins to get chewed to ribbons and questioned to death. It is at this point that the writing man has to stick up for himself and not back away from an idea which he knows is right . . ."

The paraphrase, with one or two cuts, reads as follows:

'LETTER TO A WRITER WRITING TO A YOUNG MAN WRITING TO THE PRESIDENT OF A BIG AGENCY ABOUT WRITING'

". . . You can start with the fact that writing an ad is one of the most dependent jobs in the world.

"When you sit down to work, you're alone with a blank piece of paper, a typewriter, sixteen memorandums, half-a-dozen call reports, a letter from the client, a letter from a subsidiary of the client, an issue of *Newsweek*, a cold cup of coffee and a jangling telephone. But you're by yourself . . . sort of. Leaning on your cliches. And what comes out has to be good. Or you'll be looking for a job in the morning. This is dependence of the truest kind.

"After that, another type of dependence is called for. Maybe you could call it gumption. Character. Stubborness. Or the ability not to recognize danger.

"Specifically, after you write your advertising, the meetings start, and keep starting. Some of these meetings reach fruition. You meet with your copy supervisor. Maybe you meet with the copy chief. You meet with account executives, art directors, assistant art directors, research men, media men, merchandising men, tv men, radio men, traffic men . . . and women, production men, type men, proofreaders, mail personnel, and finally . . . to cap the whole damn meeting-mania, you meet with the client. The advertising manager, his assistant, and his assistant, and the director of the particular division of the company and his assistant, and his wife, and their dog. Creative people spend so much time in these meetings that many an off hour is spent drinking cocktails to forget about the meetings. That's part of the fun of being a copywriter, old man.

■ "Some of these meetings reach a quick agreement on what you did. I can remember at least TWO in my 20 years' experience. But in others there is contention. Argument. Mutterings in the wings. Cussing. Blasphemy. Blows. Quotes from the client . . . which change 10 minutes later. A review of the research. A review of the research director. A review of the new applicant for the research director's job. And unabashedly strong suggestions made by people who are not writers but, nevertheless, bullheaded as hell!

"There are times when suggestions made in these meetings are good, although anatomically impossible. Sometimes these suggestions are better than yours (mainly because they come from the client) and you are wise to take them if you want to keep your wife and three kids clothed and fed.

"But the real test comes when you have authored a good and even brilliant idea and it begins to get chewed to ribbons and questioned to death. It is at this point that the writing man has to have a strong stomach for what he is letting happen. These strong stomachs are usually found in men who also have strong, fully-packed wallets . . ."

Kind of makes you want to get into advertising in a big way—like, say, as a sandwich man—hey, young fella? =

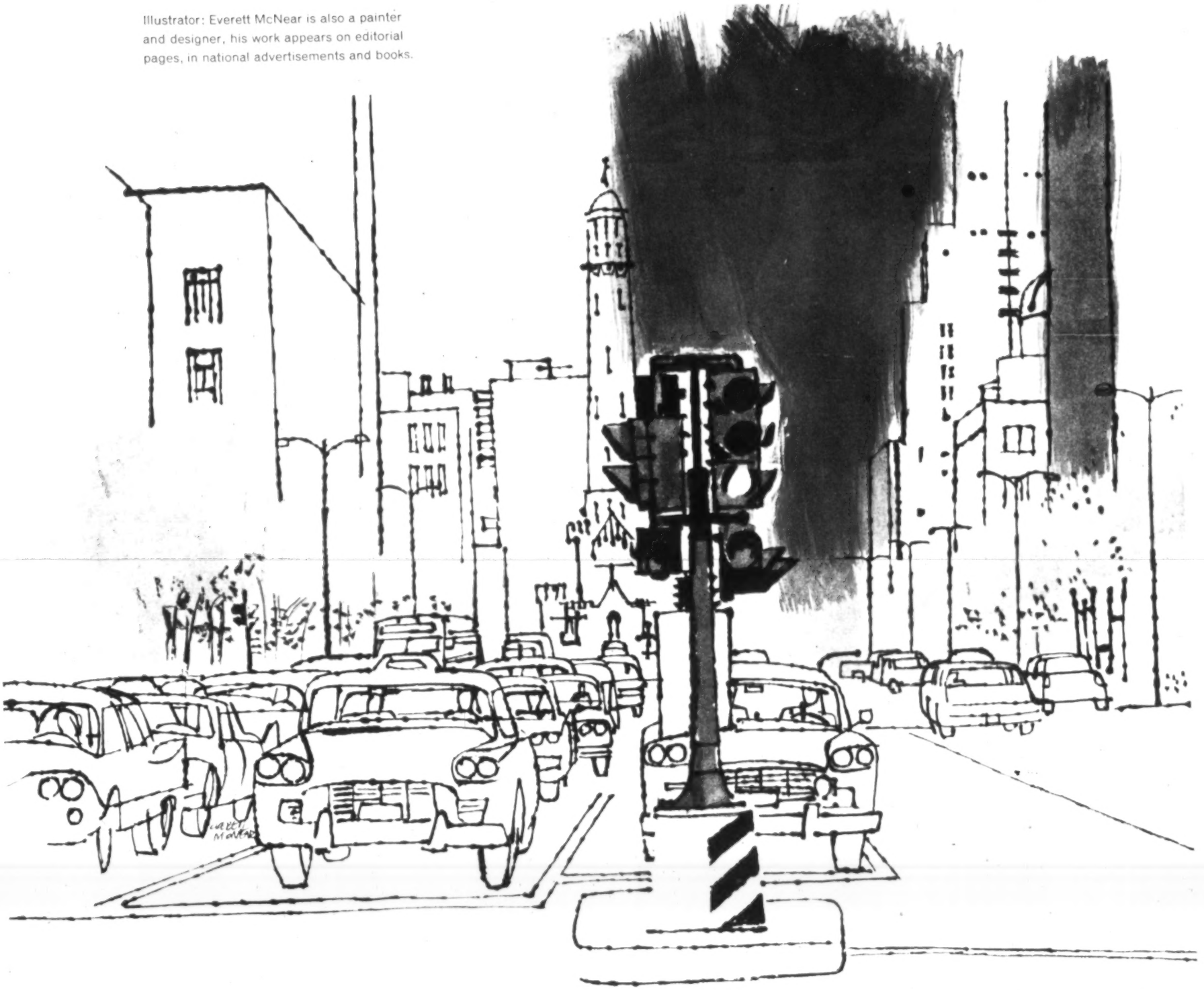
What They Were Saying 25 Years Ago . . .

George A. Hughes, president, Edison General Electric Appliance Co., speaking before the Agate Club, Chicago (AA, March 23, 1936):

"Some of you who know that the cost of electric current has declined from 30¢ a kilowatt-hour to a national average of 4¢ can hardly realize how difficult it was in the early days of the industry to get the public to substitute electrical appliances for the products they had been using. Only by building up a maximum load through general use has it been possible to reduce rates as steadily as has been done.

"When electric irons were first introduced, utilities, anxious to increase their daytime load, had to give them away in order to get housewives interested. And it was even difficult to give them away—we had to leave them on the front steps and run like the devil!"

Illustrator: Everett McNear is also a painter and designer, his work appears on editorial pages, in national advertisements and books.



communication is a two-way street

Advertising *is* communication . . . and communication is a two-way street. It is an illusion that the advertiser pays for space and time. He pays for *reader or listener response* . . . visits to the store to buy, inquiries that can be turned into sales. America's national magazines are organized and edited to develop reader response . . . both in their editorial and advertising pages They could not exist without it because they depend upon a dollars and cents reader response . . . the purchase of the magazine by subscription or at the news stand. The advertiser in a national magazine buys *proved* and *positive* reader response . . . a pre-selected audience that pays for the privilege of reading the magazine that carries his advertisement.

The quality of reproduction, in color or black and white, is an important factor in developing reader response to national magazine advertising. For more than a quarter century we have worked closely with advertisers and agencies from coast to coast, and with magazine publishers, to set the highest standards of print reproduction, first in letterpress, then in gravure. This advertisement, one of a series prepared in cooperation with well-known magazine artists and photographers, is an expression of our faith in America's national magazines as a basic medium of editorial and advertising communication.

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago

British May Probe Proposed Odhams Mergers

Mergers Could Create Largest Publishing Empire; Laborites, Liberals Upset

LONDON, Feb. 7—The British government has under consideration an official investigation of the newspaper and magazine publishing industry as a result of merger proposals that would create the largest publishing empire in the world.

Prime Minister Harold Macmillan told the House of Commons last week that such an investigation, which has been demanded by Laborites and Liberals, is a possibility.

Demands for an inquiry followed last month's dramatic announcement by Canadian Roy Thomson that Odhams Press had agreed to merge its properties with his. The *Daily Mirror* group immediately countered with a higher offer for Odhams shares.

■ Cecil Harmsworth King, head of the *Daily Mirror* interests, offered stock valued at $90,000,000 for the Odhams shares. A *Daily Mirror*-Odhams merger would create a $275,000,000 combine, putting some 300 publications under one ownership.

Between them, Odhams and the *Daily Mirror* group publish most of the leading consumer magazines in Britain, as well as a number of business papers. The *Daily Mirror* is the country's largest-selling national daily. Odhams publishes the *Daily Herald*, a national daily, and *The People*, a popular Sunday tabloid.

■ Announcement of the projected merger sparked speculation on Fleet St. London's newspaper row, about the possible demise of further giant newspapers.

Not only the newsmen are worried about the situation. Top executives and publishers too have expressed concern. Cecil King, publisher of the *Daily Mirror*, reportedly told executives he expected to see several national newspapers fold in the next year or so.

British press men are still shocked by the merger last fall of the *News Chronicle* with the *Daily Mail*, and the London evening paper *The Star* with the *Mail's* sister paper, the *Evening News*.

Financial experts interpreted the Thomson-Odhams link up as a defensive combination. Bubbling Mr. Thomson himself described it in a television interview as "a marriage of convenience which will strengthen both our houses."

■ Mr. Thomson already controls 76 newspapers in six countries, and radio and television stations in Britain, Canada, and the U.S.

Odhams Press publishes the London *Daily Herald*; the Sunday paper *The People*; *Sporting Life*, the horse-players' bible; and a vast array of periodicals.

Mr. Thomson pointed out that he had long wanted to be associated with a national morning newspaper and this merger would give him an interest in the *Daily Herald*. In reply to another question, he said from time to time they would consider the possibility of starting a new morning newspaper and a new evening newspaper, but they had no immediate plans for such a venture.

Mr. Thomson has been moving in on Fleet St. ever since he arrived in Britain in 1953 to buy Edinburgh's staid and respected newspaper, *The Scotsman*, for £800,000 ($2,240,000). This time he has really stirred Fleet St., for his reputation as a tough newspaper proprietor has preceded him.

Although he now bosses one of the biggest newspaper empires in the world, there is no power complex beneath his well-dressed, blue-suited exterior.

Mr. Thomson is a big, chunky man (200 lbs.), who peers at you through thick pebble glasses. His silver hair makes him a distinguished figure at any gathering.

■ His Fleet St. fortune (reckoned at £14,000,000 or $39,200,000) is the second he has made. Unlike other millionaires you may have met, he lays his philosophy on the table.

"We were poor," he says, smiling reminiscently over the far-away facts of life. "I wanted money right from the start.

"My ambition was to be a rich man. That has been the guiding factor all my life."

He is the sort of man that if you gave him three olives, he would trade one for two martinis. Then he would give one of the martinis away and talk his way into a big deal over the drinks.

■ Roy Thomson was born in Toronto, left school at 13 and worked his way through business college for a year before setting out to make his fortune at 14.

He was a clerk in a coal office and then he discovered his power of winning friends and influencing people; in a word, salesmanship. He has always been a great salesman.

The story has been told over and over how in 1929, during the depression, he was stuck with a number of radio receivers in Canada's remote North Bay. He had to sell them—but there was no local radio station. So he started one with all the money he had—about $500.

He not only sold time to local advertisers, he also acted as disc jockey, did the announcing and the interviewing. And he found time to sell his radio receivers.

That one-man station made money. Roy Thomson reinvested the profits. Before long he had a chain of stations to which he added ultimately 28 newspapers.

■ He is no journalist and has never claimed to be. He will tell you he is first, last and all the time a business man. He is more at home in the counting house than in the composing room.

He can gut a balance sheet faster than most financiers, with one swift, keen look. And he claims that reading balance sheets is the only reading that gives him satisfaction. He has the gift for divining where there is big money to be made. And then he moves in.

As the British put it, he has no "side." Within a few minutes of meeting you he will be calling you by your Christian name. Multi-millionaire or not, he will tell you: "Call me Roy."

He is jovial and jolly, a gifted and wickedly witty after-dinner speaker. He is modest too.

■ "I like people to think I've accomplished things," he says. "But if I deserve any credit it is because I do not miss any opportunities that come my way.

"I am the world's luckiest guy."

The secret of his continuing success is that he thinks he is.

For Roy Thomson, newspapers are a commodity in which he has succeeded. He claims he gives his editors and publishers full editorial freedom to run the papers the way they think fit.

He doesn't interfere in their running—as long as they are making money. (After he took over the Kemsley chain, which became Thomson Newspapers, he killed off the Sunday *Empire News* and the *Sunday Graphic* because they were losing money.)

■ Although he gives his papers editorial freedom, he keeps a shrewd eye on their financial affairs. ("I know every cent they spend," he told a Canadian newspaperman in 1953, "even on toilet paper.")

If Mr. Thomson had gone into steel, instead of the communications business, he might easily have become an auto tycoon. The Sunday *Observer*, which these days is in competition with Roy Thomson's pride and joy, the *Sunday Times*, has very properly called him "the Henry Ford of journalism."

He discovered that, in Canada at any rate, newspapers could be run on mass-production lines. All his Canadian papers, which use the same type and layouts, are supplied mechanically through a head office in Toronto. It brings down the costs. And on costs Roy Thomson is a genius.

■ After arriving in Britain—ostensibly to retire—in 1953 he bought *The Scotsman* and a couple of its allied newspapers, then turned his interests to television. His was the only acceptable bid to operate commercial television in Scotland and he got the franchise—an event which he later described (perhaps to his regret now that it has been quoted so often) as "a licence to print your own money."

He apparently printed enough to be able to buy further newspaper interests, culminating in the purchase of Kemsley Newspapers, one of Britain's biggest provincial newspaper chains.

He made no secret of the fact that he still had territorial ambitions. Late last year he moved into Nigeria, founding one newspaper and promising more.

He has talked with Emperor Haile Selassie about the possibility of starting venacular and English language newspapers and a news agency in Ethiopia.

■ More recently he bought—or thought he did—control of the *Belfast Telegraph*, the biggest newspaper in Northern Ireland. The deal is currently the subject of litigation.

Despite his growing empire, Roy Thomson does not appear to be interested in politics any more than he is in power. He is certainly not anxious to exert his power to create political organs.

He will, of course, alter the political policy of a paper if he believes it will help sales. And if the *Daily Herald*, now a voice of socialism, goes left or right, it will be on a purely commercial basis.

Odhams have given assurances that the *Daily Herald*, which recently loosened the grip that the Trades Union Congress held on it (in the interests of its survival), will continue to reflect the views of the left.

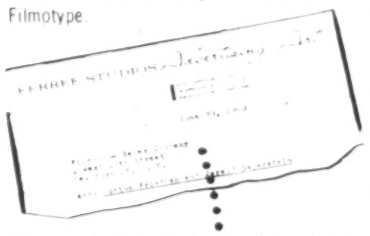
■ But the recent deaths of several liberal newspapers, among them the *News Chronicle* and *The Star*, have caused uneasiness amongst Laborite legislators.

Christopher Mayhew asked in Parliament last week for the appointment of a royal commission to study the concentration of more and more news media into fewer and fewer hands. He received strong support from other members of the Labor party. #

THE BIG POINT!

Filmotype
Saves Money
Makes Money

There are thousands of Filmotype Photo Typesetting Machines around the world . . . each providing a variety of assets. But when the mail rolls in, the basic fact boils down to this: users save money, make money with Filmotype.



"We are pleased with the speedy production of fine and varied lettering and our clients are pleased with the sharp, clean quality lettering we deliver."

- Thousands of sizes and styles of Filmotype type and lettering!
- Right from the machine, copy perfect for reproduction . . . takes only seconds!
- Finest professional quality, of course, still anyone can produce Filmotype copy.
- Pays-For-Itself Plan makes owning a Filmotype easy for anyone!

Display Type in this advertisement is Filmotype . . . body copy is Alphatype.

Write for complete details today!

FILMOTYPE
7500 McCormick Blvd.
Skokie, Illinois

280 television showings of "Olympic Village, U.S.A." for Douglas Fir Plywood Association in 8 months — at less than $15 per telecast.

Public information films from business get optimum use on TV from MODERN distribution. The fact that many Modern-TV people are exclusively concerned with television opportunities is one reason why.

To learn how your business film can benefit from Modern distribution, write or call

Modern Talking Picture Service, Inc.
3 East 54 Street, New York 22, N. Y.

offices in 30 major U.S. cities

Men who will pay to read usually do

You'll note that we say "usually." For some men just aren't readers, even though they do subscribe to publications from time to time out of some intent to reform. And there are some men who do not and will not read any publication. No one can compel them to change their nonreading habit. This we know from sad experience.

While there will always be such men on *any* publication's list, you can generally be sure of getting the largest number of regular readers in publications that are paid for. For in the main, the man who buys a magazine does so to read it.

And there's another bonus that McGraw-Hill's paid circulation offers you . . .

With the help of the McGraw-Hill Census of Manufacturing Plants, our salesmen uncover influential "unknowns"—men whose names never appear in directories, registration rosters or company customer and prospect lists. Our selling effort, just in learning who's who, helps assure your message getting to men that *your* sales organization may or may not know.

In short, then: we do not deliver 100% market coverage of buying influences. No publisher can. But we do have what we believe to be the closest thing to it—the highest percentage of real, honest-to-goodness readers, key businessmen whose interest in our editorial pages rubs off on your advertising there as well.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING CO., INC.
330 WEST 42nd STREET, NEW YORK 36

Men who will pay to read usually do. McGraw-Hill publications are selected and bought by over one million key men in business and industry who want the best in editorial service.

Philpott Thurm Harris Veckly Bruce

MINDS MEETING—*Talking things over at an advertising evaluation workshop session of the Assn. of National Advertisers (AA, Jan. 30) are Bob Philpott, General Electric Co.; Sam Thurm, Lever Bros.; Murray Harris, International Business Machines; John Veckly, U. S. Steel; Leslie Bruce, Purex Corp.; Jack Baen and Cap Garman, Whirlpool Corp.; George O'Donnell, Atlantic Refining Co.; Harry Daniels, Warner-Lambert; and Manny Parseghian, Fels Co.*

Baen Garman O'Donnell Daniels Parseghian

Lion Packaging Names Cohen & Aleshire for Tests

Lion Packaging Products Co., Hicksville, N.Y., has appointed Cohen & Aleshire, New York, to handle advertising test campaigns in Chicago, Boston, Los Angeles, San Francisco, St. Louis, Hartford, Tampa and Miami for Snap-Off plastic food bags. Newspaper ads, 660 and 1,000 lines, will be used offering a variety of price-off deals. A business paper campaign in the hotel and restaurant fields for institutional-size Snap-Off bags is already in progress. The consumer product sells at 49¢ for 20 bags. In other markets around the country, local agencies have been placing advertising in the past and remain agencies of record although Cohen & Aleshire is handling all current advertising for the product.

'Playbill' Boosts Steinfeld

Thomas A. Steinfeld, who has been with *Playbill* 23 years in various sales capacities, has been named president and a director. Mr. Steinfeld was associated with Gilman Kraft, publisher and chairman of the board, in his recent purchase of all outstanding *Playbill* stock (AA, Jan. 23).

TV Ads for Vitamins Move Nearly 10% to Pick Brand: Burgoyne

CINCINNATI, Feb. 7—One-third of the 320 interviewees in the third annual Burgoyne Index survey of drug store shopping habits said they had read drug store advertising in newspapers during the preceding week.

More than 73% of them affirmed they had ever bought vitamins. Almost 10% of them said they were influenced in the choice of the particular brand by tv advertising. Most—64.2%—followed their doctor's recommendations, and 8.6% chose according to the pharmacist's advice.

Loyalty to a favorite drug store was found to be a typical characteristic of the average drug store shopper. More than 82% of the respondents said they have a favorite store in which they buy most of their drug needs.

Convenient location was found to be the prime motivating reason in the choice of the "favorite" store. Considering the shoppers' first choices only, the top factors ranked: Convenient location (42.2%); liking of pharmacist (16.6%); low prices (10.6%); and delivery service (10%).

■ Almost half (47%) said there were things they didn't like about drug stores, and an overwhelming 53% of them cited high prices, especially of medicines and prescriptions.

The survey also found that two out of three drug store shoppers shop an average of four or more times a month. Fewer than two out of five (39.4%) shop in one drug store only.

Copies of the complete survey are available for $1 from the survey research director, Burgoyne Index, First National Bank Bldg., Cincinnati 2. #

Nestea Steps Up Program

Nestle Co., White Plains, N. Y., has stepped up advertising for instant Nestea with a campaign built around the theme, "Nestea—the Ceylon crystal tea. And the wonder is, it's instant!" Initial 1961 advertising, four color pages, is running in *Good Housekeeping*, *Life* and *Look*, with b&w insertions scheduled for business papers. McCann-Erickson, New York, is the Nestea agency.

Myrbeck Names Devney

Robert E. Devney, formerly an account executive with Aitkin-Kynett Co., Philadelphia, Pa., has been named to the new title of senior account executive with S. Gunnar Myrbeck & Co., Quincy, Mass.

Jardine Skulstad Dodd Merriman

SHOP TALK—*Virtually surrounded by soup men at the ANA workshop was Art Skulstad, Kraft Foods. Flanking Mr. Skulstad were Bill Jardine, Jack Dodd and Jim Merriman, all with Campbell Soup Co.*

De Vore Albrecht Parshall

PARTICIPANTS—*At the ANA workshop session in New York were David De Vore, The Drackett Co.; Darrell Albrecht, Aluminum Corp. of America, and Bill Parshall, H. J. Heinz Co.*

Battey Lessler Whittaker Allport

INFORMAL—*Relaxing between sessions of the ANA workshop on ad evaluation were Ed Battey, Compton Advertising; Dick Lessler, Grey Advertising; Al Whittaker, Bristol-Myers Products Co., and Peter Allport, president of ANA.*

Ad Booklet Available

A 15-page booklet explaining the functions of advertising via simplified language and cartoons has been issued by Employee Relations Inc., New York, for distribution by employers to their "blue and white collar workers." The booklet, entitled "Advertising, What's in It for You," was written from material supplied by Lawrence C. Gumbinner Advertising Agency, and is available in quantities at per-copy costs. Sample price: 10¢ per copy for an order of from 1,000 to 5,000 copies.

Ad Clinic #20

(a transparent device to get you to read this Sheraton ad)

by the Creative Coroner

Avoid being vague

SHERATON HAS WORLD'S FASTEST RESERVATION SYSTEM

SHERATON HOTELS

How fast is "fastest"? A sub-head stating actual time would strengthen the headline. Does it take 15 minutes — 10 minutes — 5 minutes? How long?

4 seconds! — via RESERVATRON, Sheraton's electronic miracle that links 56 Sheraton Hotels, makes and confirms your reservation fast and free. Now when a last minute urgency takes you out of town, your secretary can make and confirm your reservation in less time than it takes to powder her nose. And in less time than that you can get a free, 104-page booklet to enhance your Sheraton lore (and to help us test this ad) just by writing: **Sheraton Corp., Ad Age Ad #20, 470 Atlantic Ave., Boston, Massachusetts.**

ONLY AT **BACON'S**

Every item clipped as published . . . original clippings only

Complete clipping coverage of business, trade, farm and consumer magazines

Every item as published—original clippings only . . . double-check editing insures against unwanted material . . . 100% accurate reading list, revised daily . . . specialized reading, market-by-market. All this *only* at BACON'S, your key service for complete reliability on magazines.

BACON'S PUBLICITY CHECKER for 100% accurate release lists

Easy to use. Quarterly revisions keep you 100% up-to-date. Over 3500 listings in 99 markets. 368 pages. $25.00. Sent on approval.

BACON'S CLIPPING BUREAU

14 East Jackson • Chicago 4, Illinois
Telephone: WAbash 2-8419

Attention Admen!

fit type IN SECONDS!

Tens of thousands of artists admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct. *Money-back guarantee!*

HABERULE

Box AA 245, Wilton, Conn.

Word of Mouth Ads Sell Books: Schabert, Close

NEW YORK, Feb. 7—What turns a book into a best seller? Kyrill Schabert, president of Pantheon Books, and Frank Close, sales manager of Holt, Rinehart & Winston, tackled the question last week and came up with the same answer: "Word of mouth."

■ Speaking at the Publishers' Adclub monthly luncheon, Mr. Schabert pointed out that it was doubtful that advertising or the trade could create a best seller. "Nothing has taken the place of word of mouth," he said. "Only at the point where a book shows the impetus of word of mouth, does advertising, become effective."

Sometimes a book can be catapulted into prominence by unusual publicity stunts, he said, but in the long run such stunts will not maintain sales.

"When a book shows signs of becoming airborne, because of word of mouth, then's the time to pounce; then the reader's pride and curiosity have to be pricked," he said.

■ "The critics must be relied upon to launch a book," he maintained. "The public picks it up from the critics, and then the publisher does what he can with what the critics say. Without their backing you have little to promote." If the critics' opinion is unfavorable, the ad manager does his publisher a real favor by reevaluating all promotion plans for the book, he said.

As for types of advertising, Mr. Schabert asked: "Why can't we develop more poster-type techniques? Why don't we use more visual emblems such as those effectively used for 'The Naked and the Dead,' 'The Man in the Gray Flannel Suit,' and 'The Last of the Just?'

"With the poster approach," he said, "we can get away from over-written copy and the hackneyed superlatives that are often hard to avoid."

■ On the subject of counter posters, he advised that they are only useful if a book is a success; they don't build it into a success. The reason: Booksellers rarely display a poster unless a book is selling briskly—then, belatedly, out comes the poster from the storeroom, he said.

Mr. Close told the group that advertising, publicity and book reviews might help sell a book, but its real success depends on four words: "Have you read this?" If this question is asked often enough, the book develops the "will to sell," he said. #

R. S. Kribs Incorporates

Russell S. Kribs Associates, St. Louis point of sale specialist, has incorporated. James Rapport, former ad manager of G. H. Packwood Mfg. Co., has become vp and creative director of the company. W. Roy Ashton, former art director of Wohl Shoe Co., has also joined Kribs.

E. F. Rohlin Joins Schlitz

Edward F. Rohlin, a former advertising administrator with Philip Morris Inc., has been named to the new position of southern area ad manager of Jos. Schlitz Brewing Co. His headquarters will be in Atlanta.

FTC Stops Valiant's 'Substantial' Gas Economy Ad Claims

WASHINGTON, Feb. 7—The Federal Trade Commission last week told Chrysler Corp. to stop claiming that its Valiant did "substantially" better in the Mobilgas economy run than other cars in its class.

The commission said Valiant gave only 27% of a mile more per gallon than the average gas mileage of its nearest competitor, and that it does not deliver 30 miles per gallon under normal driving conditions, as Chrysler has claimed.

FTC said Chrysler has signed a stipulation promising to stop all false claims concerning gasoline mileage of the Valiant.

■ Last week's announcement is the second FTC stipulation stemming from gasoline mileage claims for the economy cars.

Last October the commission obtained a stipulation from General Motors promising to drop ads which claim that the Corvair delivers 33 miles per gallon under normal driving conditions; averaged 27.03 miles per gallon on regular gas in the Mobilgas economy run, or did 25% to 40% better than other makes in the Pure Oil economy drive. Both stipulations cover ads for 1960 models. #

American-Lincoln Names Davidson Marketing VP

James H. Davidson, former marketing vp of Rogers Industries, Detroit, has been appointed marketing vp of American-Lincoln Corp., Toledo, parent company of American Floor Machine Co., Lincoln Floor Machinery Co., Wilshire Power Sweeper Co. and American Power Tool Co.

'A Fazenda' Sold to Vision Unit

La Hacienda, agricultural export magazine for Latin America, has sold its Portuguese edition, *A Fazenda*, to a Brazilian affiliate of Vision Inc., publisher of *Vision* and *Visao*. Vision Inc. will publish *A Fazenda* in Sao Paulo, where it also publishes *Visao*. *La Hacienda* will continue to act as advertising representative for the magazine in the U. S.

Meyer & Behar Adds Two

Meyer & Behar Advertising, New York, has been named to handle advertising for Interelectronics Corp., New York, manufacturer of industrial electrical equipment, and for Burn-Rite Products Co., New York, manufacturer of industrial machines and equipment. Corbin Advertising formerly handled Interelectronics.

Waller Joins Fairmont Foods

George A. Waller, formerly an account executive of Allmayer, Fox & Reshkin Agency, Kansas City, has been named assistant ad manager of Fairmont Foods Co., Omaha.

PUBLICITY

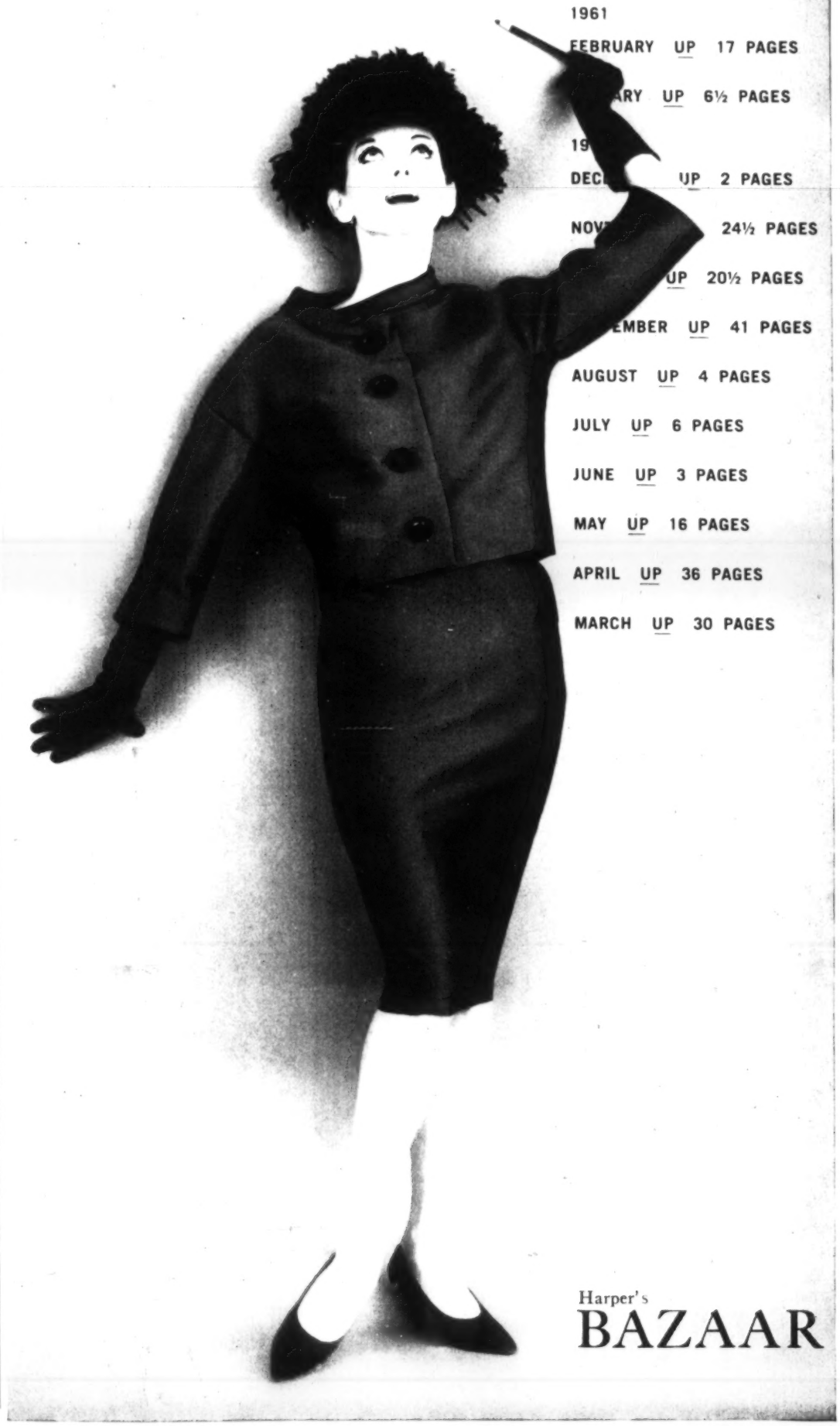
in 2093 Cities!

Send for a copy of FEATURE Magazine, America's prime publicity medium. It reaches all editors in the 2093 largest cities of the U.S. with your feature releases. Hailed by Newsweek! Used by scores of major companies and top PR firms. On your letterhead, please.

CENTRAL FEATURE NEWS, INC.
1475 BROADWAY, N. Y. 36

NO TALL TALES—
JUST SHORT FACTS

Harper's BAZAAR is upmost in the entire fashion publishing field. Up most often. Up most consistently. Up for twelve months. Up for twelve consecutive issues.



Harper's BAZAAR

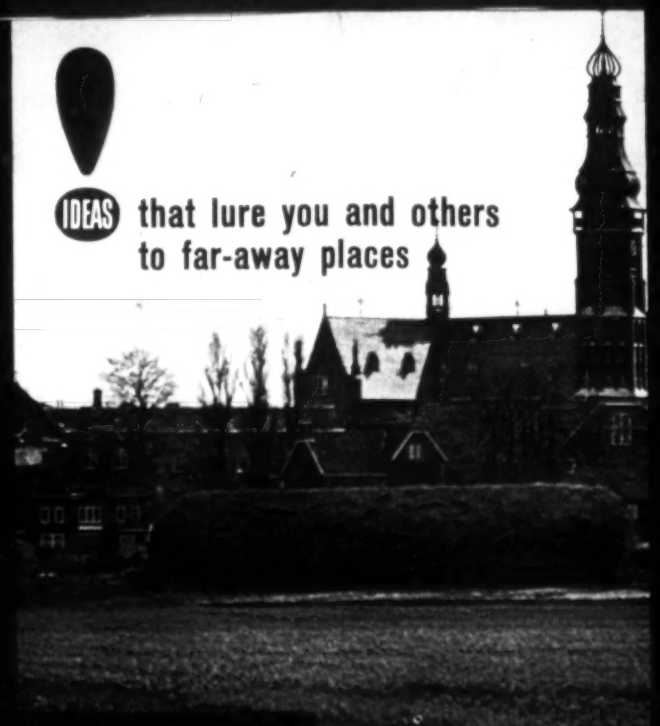
THE FAMILY IDEA MAGAZINE

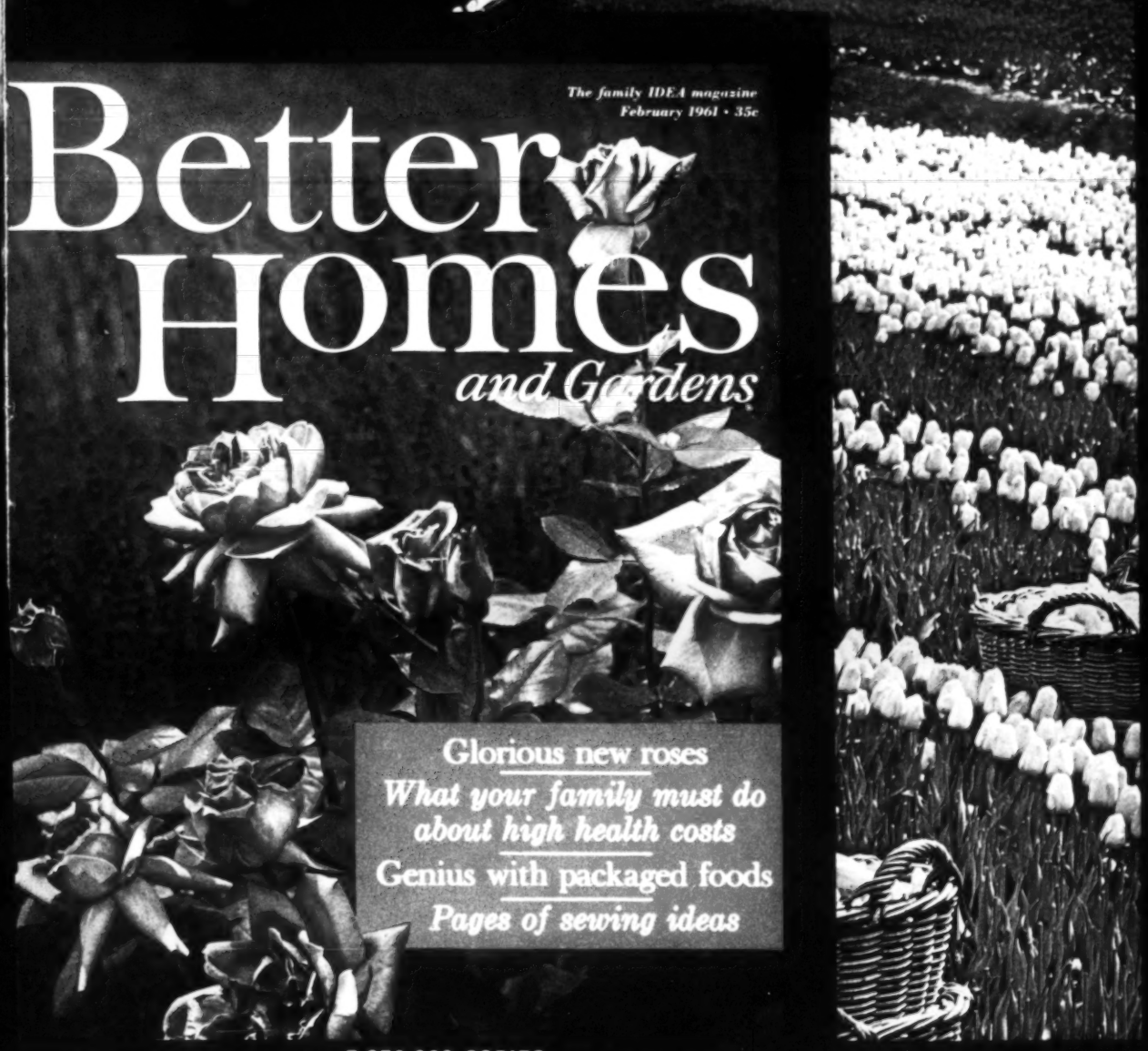
They spring at you from every page of Better Homes and Gardens. Ideas! Just glance through a copy. You'll find ideas about travel, food, furnishings, building, gardening and *purposeful puttering*—all compellingly presented to interest you, your wife, and *anyone* who is wrapped up in family living.

Sixteen million men and women of that type turn to the pages of BH&G month after month. Actually, during the year, a third of America—the family-centered, top-spending third—looks to Better Homes and Gardens for ideas about what to do and what to buy for happier family life, at home or away from home.

And all this makes BH&G a very profitable place for advertisers to be. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.*

Where America shops for IDEAS that make SALES




The family IDEA magazine
February 1961 · 35c
Better Homes and Gardens
Glorious new roses
What your family must do about high health costs
Genius with packaged foods
Pages of sewing ideas

IOW 5 EDITIONS AND OVER **5,250,000 COPIES** EVERY MONTH

IDEAS IN ACTION

Small-space snack counter

Careful planning permits even the smallest room to feature an entertainment center. The Myrna Chernin home near Chicago features a built-in bar with pull-out shelf in the total space of 10 by 12 feet.

Alongside the white laminated plastic counter is an electric plug for coffee-maker, switch for concealed lighting. Turquoise cups and plates carry out the color scheme.

Sun-bathe in the bathroom

Sun-bathe all year round in the cool bath and dressing room. A sun-and-heat lamp is adjustable on a track above the built-in table. The comfortable cushion is reversible—striped linen or black fabric-backed vinyl.

White ceramic tile is used for the sunken tub at one end of the room and the adjoining separate shower stall.

New cement painting

Making concrete paintings with the method Architect Roy Binkly has developed requires only simple, inexpensive materials. Homemade wooden frame is filled with pre-mixed sand concrete to a depth of about ¾ inch. Modeling tools are used to develop the forms in the picture.

Various pieces of material can be imbedded into the picture, too, for special effects. Use regular artists' oil colors to finish the painting.

Too Busy to Keep Up With Your Reading?

- Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

W. L. King Joins Carling

William L. King, formerly a regional sales manager of Trend Associates, Chicago, has been named advertising and sales promotion manager of Carling Brewing Co.'s midwestern marketing division, Belleville, Ill. He succeeds Adam B. Jablonski, now assigned as assistant to Carling's marketing vp, pending appointment to a new position. Mr. King has also been an account executive with Henry B. Kreer Co. and Manchester & Kreer, Chicago agencies.

Weber Names Wagner, Davies

Thomas C. Wagner, for three years advertising and sales promotion manager of Weber Marking Systems, Mount Prospect, Ill., has been named to the new post of marketing director. He will be in charge of domestic and international advertising, pr, sales training and market research and development. To succeed Mr. Wagner, the company has appointed Roger B. Davies, formerly assistant marketing services manager of Advance Transformer Co., Chicago.

AWRT Name 2 Central VPs

American Women in Radio & Television has subdivided its former central area into a seven-state west-central area and a five-state east-central area. Martha Bohlsen, director of the home economics department of Tidy House Products, Omaha, and vp of the old central area, will serve as vp of the west-central area. Marion Corwell, manager of educational tv of Henry Ford Museum, Dearborn, Mich., has been named vp of the east-central area.

Pritikin Teaches S. F. Course

Robert Pritikin, a creative director of Fletcher Richards, Calkins & Holden, San Francisco, will teach a workshop course in creative advertising in the evening school downtown center of San Francisco State College. Offered for the fourth consecutive semester, the Thursday night course will start Feb. 16.

Lincoln Expands Training

Lincoln-Mercury division of Ford Motor Co. has expanded its marketing training program in its New York, Washington, Detroit and Los Angeles districts. Workshops and in-dealership programs are scheduled.

'Look' Names Kruidenier, Walsh

Look has transferred Peter Kruidenier from its Chicago sales staff to its Detroit office. James Walsh, formerly with Time Inc., replaces Mr. Kruidenier in Chicago.

cancer! where can you turn?

A MOTHER wants to know how to guard herself against cancer of the cervix. She turns to her physician and to the American Cancer Society for the answers to her questions.

A PHYSICIAN must keep up with the fast developing facts in cancer control. He turns to his journals and the American Cancer Society professional publications and films for this information.

A BUSINESSMAN wants to protect his employees. He turns to the American Cancer Society for life-saving pamphlets, films, danger signal posters, and speakers.

A SCIENTIST needs funds to support his research on leukemia. He turns to the American Cancer Society which invests millions annually in cancer research.

A CANCER PATIENT needs dressings and weekly transportation to a treatment center. She turns to the American Cancer Society, and is helped.

The American Cancer Society is many things to many people—and is made up of many people—two million volunteer physicians, businessmen, union leaders, nurses, scientists, housewives, dedicated to one goal: saving lives from cancer. Through the Society's nationwide research, education and service programs, they hold out a lifeline to everyone threatened by cancer.

You, too, can turn to the Society. Call your local Unit for more information on what it can do for you—and, incidentally, what you can do for it.

CANCER'S SEVEN DANGER SIGNALS

1. Unusual bleeding or discharge.
2. A lump or thickening in the breast or elsewhere.
3. A sore that does not heal.
4. Change in bowel or bladder habits.
5. Hoarseness or cough.
6. Indigestion or difficulty in swallowing.
7. Change in a wart or mole.

If your signal lasts longer than two weeks, go to your doctor to learn if it means cancer.

AMERICAN CANCER SOCIETY

Coming Conventions

Feb. 14-15. Assn. of National Advertisers, cooperative advertising workshop, Hotels Ambassador, Chicago.

Feb. 16. Business Publications Audit, annual meeting, Hotel Biltmore, N. Y.

Feb. 24-25. Newspaper Advertising Executives Assn. of the Carolinas, winter meeting, Hotel Francis Marion, Charleston, S. C.

Feb. 26-28. Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago.

Feb. 27-28. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 2. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 16-21. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 6-7. Advertising Federation of America, 1st District Convention, Providence, R. I.

April 7-8. Southwest Assn. of Advertising Agencies, annual convention, Marriott Motor Hotel, Dallas.

April 11. Premium Advertising Assn. of America conference, in conjunction with the National Premium Buyers Exposition, Navy Pier, Chicago.

April 13-15. Advertising Federation of America, 4th District convention, Dupont Plaza Hotel, Miami, Fla.

April 16-19. Association of National Advertisers, spring meeting, Hotel Sheraton Park, Washington, D. C.

April 17. National Society of Art Directors, annual meeting, Sheraton Towers Hotel, Chicago.

April 17-20. International Advertising Assn., Waldorf-Astoria Hotel, New York.

April 20-22. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 21-22. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

April 24-27. American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 25-27. Sales Promotion Executives Assn., fourth annual conference, Benjamin Franklin Hotel, Philadelphia.

April 28-30. Alpha Delta Sigma, professional advertising fraternity, national convention, University of Minnesota, Minneapolis-St. Paul.

May 1-3. Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-6. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 8-9. Direct Mail Advertising Assn., West Coast conference, Statler Hotel, Los Angeles.

May 14-17. National Sales Executives, annual convention, San Francisco.

May 21-24. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 27-31. Advertising Federation of America, annual convention, Washington, D. C.

May 28-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 21-24. Trans-America Advertising Agency Network, annual meeting, Sheraton-Plaza Hotel, Boston.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Oct. 10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

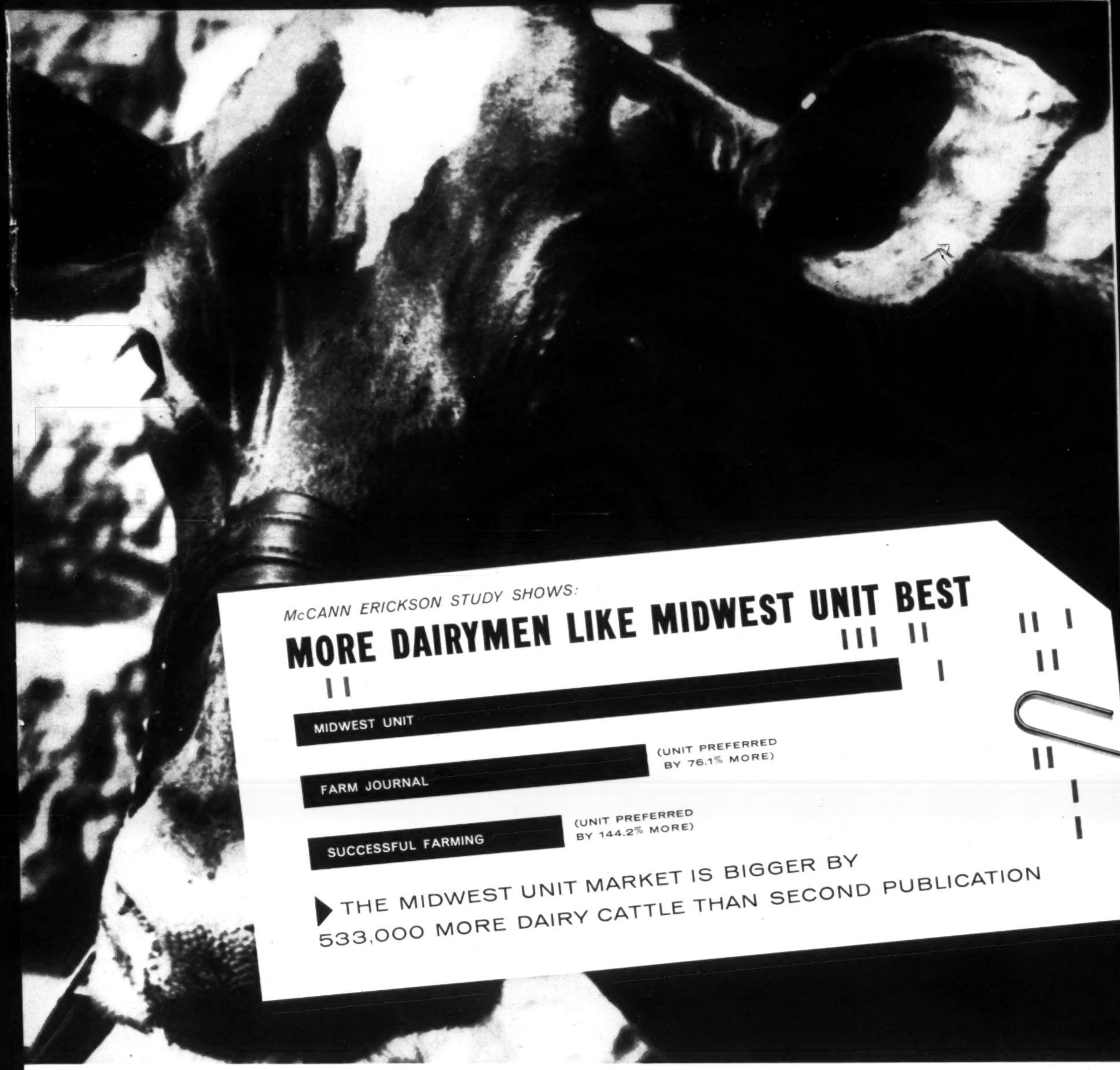
Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Petersen to Aubrey, Finlay

Carl Petersen, formerly a copywriter with Leo Burnett Co. and MacFarland, Aveyard & Co., has joined the copy staff of Aubrey, Finlay, Marley & Hodgson, Chicago.

Duofold Elects Billington

T. H. Billington, sales manager of Duofold Inc., Mohawk, N.Y., manufacturer of men's and women's underwear, has been elected vp for sales and advertising.



McCANN ERICKSON STUDY SHOWS:

MORE DAIRYMEN LIKE MIDWEST UNIT BEST

MIDWEST UNIT	
FARM JOURNAL	(UNIT PREFERRED BY 76.1% MORE)
SUCCESSFUL FARMING	(UNIT PREFERRED BY 144.2% MORE)

▶ THE MIDWEST UNIT MARKET IS BIGGER BY 533,000 MORE DAIRY CATTLE THAN SECOND PUBLICATION

Your Unit bonus: Top choice with top income farmers

In every classification—swine, dairy, poultry, corn, cropland, tractors, trucks—total preference and preference of the top producers go to Midwest Farm Paper Unit. The new McCann Erickson study is packed with useful, unbiased facts and figures. It gives you a new measure of your sales potential in "the world's richest farm market"—a new gauge of effective advertising coverage. Write your nearest sales office for a free copy of this eighty-two page study now.

MIDWEST UNIT *Farm Papers*

SALES OFFICES AT: 35 E. Wacker Drive, Chicago 1 • 250 Park Ave., New York 17, New York • 110 Sutter St., San Francisco 4 • 159 S. Vermont Ave., Los Angeles 4.

TESTING

Herbert Tareyton Cigarettes was tested in the Portland, Maine market, the ideal test city.

PORTLAND PRESS HERALD • EVENING EXPRESS AND SUNDAY TELEGRAM

100% coverage of city zone
94% coverage of ABC retail zones

1

ONE•SIX•TWO

That's the order in which Portland, Maine rates as a test market. . . . 1st in U. S. cities of 150,000 pop. 6th in U. S. cities regardless of population and 2nd in New England regardless of size of population.*

PORTLAND, MAINE NEWSPAPERS

* source Sales Management

represented by the Julius Mathews Special Agency, Inc.

20 YEARS—*Ricker Van Metre Jr., (left), associate copy director, Needham, Louis & Brorby, Chicago, receives a sterling silver bowl from Maurice H. Needham, board chairman, for 20 years of service. The presentation was made at the agency's annual employe's meeting.*

KNOW HOW

One does not normally associate Admiral Richard E. Byrd with the great nuclear race of the last decade. And yet, it was his "know how" which helped provide the answers to possible uranium deposits in the vast uncharted regions of Antarctica. Past performance so often forms the basis for the accomplishments of tomorrow. And it's equally true in business . . . the "know how" of quality-minded radio and television stations which is constantly reflected in ever increasing value to advertisers.

WFAA dallas • radio & television

The Stations With The "Quality Touch"!

Represented by Edward Petry & Co., Inc.
The Original Station Representative

SERVING THE GREATER DALLAS-FORT WORTH MARKET
BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Maytag Dealers to Roll Out Red Carpet for Appliance Service

CHICAGO, Feb. 7—A new program —Maytag Red Carpet Service— aimed at aiding dealers in supplying quality appliance service to consumers, was introduced here Thursday by Maytag Co., Newton, Ia.

Maytag dealers and service organizations using the trademarked program will be rolling out the red carpet—in fact two red carpets—for the appliance owner. In making a service call each man will take with him two official red carpets—one to place over the appliance being repaired and the other to place on the floor for his tools. He also will be in uniform imprinted with Maytag identification and will carry a white tool box complete with appliance cleaner. When he finishes, he will leave an evaluation card for the appliance owner to fill in and return to the servicing company.

To qualify for the program, dealers specializing in Maytag service must fill a number of requirements: Standard uniforms; standard white tool boxes; training, as evidenced by a qualifying card; fast service (within 24 hours); use of Maytag decals on tool boxes and trucks.

■ Dealers wishing to subscribe to the program must enter into a contract with Maytag. All materials required in the program may be obtained at cost from Maytag. The cost of the complete package for one service man costs about $40.

Basic elements of the program originated with Maytag Detroit Co. and Maytag-Chicago Co., central service organizations, and the full program was inaugurated by Maytag Service Co. of Omaha in January.

Initially, promotion of the program will be by the service organizations and dealers, which may obtain ad mats and aids from Maytag. #

Menne Co. Adds 2 Partners

Menne Co., Los Angeles and San Francisco, publishers' representative, has incorporated, changing its name to Menne, Zunich & Follansbee Inc. Robert Zunich and John Follansbee are part owners and vp-treasurer and vp-secretary, respectively. Carol C. Tyler, another long-time employe, has been named assistant secretary. Wilber L. Menne is president of the company.

Perry Joins Ward-Griffith

Alan Perry, formerly assistant advertising manager of the *Burlingame Advance*, has joined the San Francisco sales office of Ward-Griffith Co.

"...but my product is too low-priced to interest FACTORY's readers!"

NO item in an industrial plant escapes eagle-eyed FACTORY readers IF it offers any promise of cutting costs or improving operations. Consideration of price, however small it is (or large, for that matter), is subordinated to the *contribution* that the product can make. And often the modest price encourages trial without an Act of Congress to get approval! Here, for example, are just a few modestly-priced items that have generated reader action after being seen on the pages of FACTORY (write for report of inquiries received about these items):

Fibre Glass Repair Kits
Nut Splitters
Rubber Sanding Drums
Dust Hoods
Radio Pagers
Tee Turners
Plastic Safety Suits
Safety Saws
Recorded Music
Aisle-Marking Compound
Parts Rack
Vinyl Work Clothes
Wall Schedule Board
Paper Pallets
Draftsmen's Triangles
Specialty Grease
Fluorescent Safety Paint
Liquid Sealant
Oral Resuscitator
Crab Grass Killer
Hand Spray-Paint Units
Pressure Sensitive Templates
Stopwatches
Mechanical Hand Tools
Screw Size Checker
Wrenches

What can *your* product do to cut a plant's costs or improve its product? FACTORY's 72,000 readers are waiting to learn.

FACTORY

A McGraw-Hill Publication · 330 West 42nd Street · New York 36.

TO REACH MORE OF THE MEN WHO MANAGE PLANT OPERATIONS, AT LOWER COST, THAN ANY OTHER BUSINESSPAPER

on the green in one with the Georgia Group

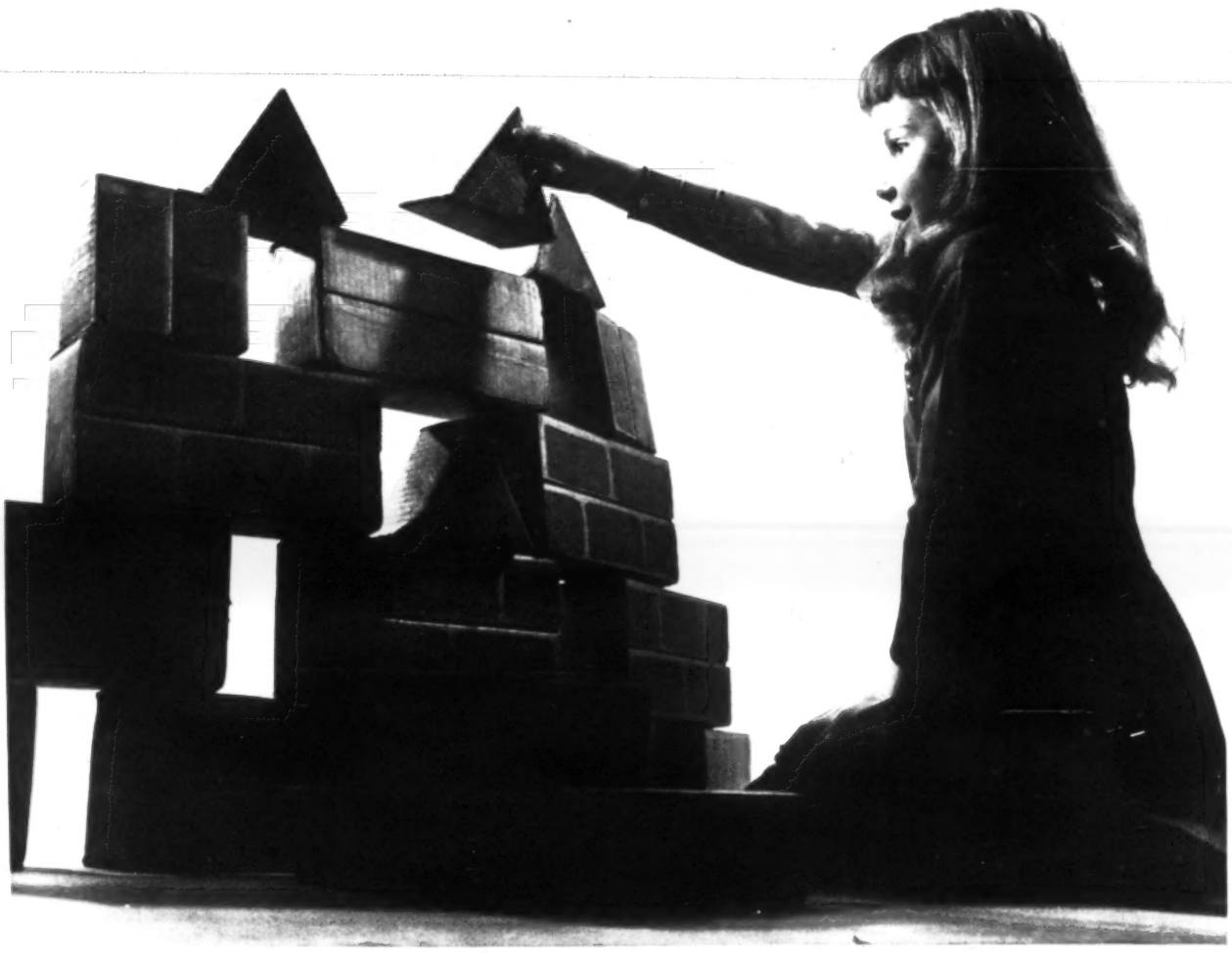
One easy buy puts you next to the pin on Georgia's great $2 billion sales green . . . the Augusta, Columbus, Macon and Savannah trading areas. And green it is, with retail sales greater than ever. What's the big buy? The Georgia Group newspapers . . . reaching 4 times as many homes as any other paper in the market! And it's yours . . . with one order, one bill, one check, and savings of 13% on 10,000 lines or more. Call your local Branham man for full information. No obligation, of course.

THE Georgia Group

AUGUSTA *Chronicle and Herald* MACON *Telegraph and News*
COLUMBUS *Ledger and Enquirer* SAVANNAH *News and Press*
Represented nationally by THE BRANHAM COMPANY

Gran Tuohig Gregory

HALF CENTURY—*Julian (Gus) Gran, vp and media director of Marsteller, Rickard, Gebhardt & Reed, got a fond farewell luncheon in New York, from several of McGraw-Hill's Chemical Engineering staff on the occasion of his retirement this month. Mr. Gran joined a predecessor firm of Marsteller in 1912. Here Elton Tuohig, Chemical Engineering's publisher, and Al Gregory, New York salesman, present him with an engraved silver bowl.*



We're Building BIG in Ann Arbor

This city's 67,340 residents, 19,090 more than we had 10 years ago, have been told of plans which add up to a $29,425,000 building program for this community in 1961.

Construction activity this year in Ann Arbor will emphasize expansion and growth of business and residential areas to keep pace with the increase in population, some 38 per cent since 1950, according to official 1960 census figures.

Present plans call for business construction totaling $6,000,000 that will include two new shopping centers and two large commercial buildings. Institutional expansion, costing $13,425,000, will add a new city hall, four new University of Michigan buildings and two parking structures. Residential growth will provide 450 new single family dwellings and one residential hotel.

In such a dynamic, expanding market you may expect maximum response to advertising placed in The Ann Arbor News which, with its approximately 30,000 daily circulation, is the area's most dominant medium.

THE ANN ARBOR NEWS

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Morpul TV Ads Push Various Hosiery Lines, Cramer Says

GREENSBORO, N. C., Feb. 7—How saturation tv spot advertising for Morpul nylons helps sell other Morpul brand hosiery was told yesterday by Ted Cramer, radio-tv director of Bennett Advertising, High Point, at a meeting of 80 hosiery manufacturing executives. They were guests of Morpul Inc., hosiery patent and trademark licensing company.

"In the 'Top Ten Dance Party' tv shows, which Morpul helps sponsor on 14 stations throughout the country, we end the show with a film slide picturing all of our products," the agency man said. "Nylon hosiery commercials on tv end with the line, 'From the people who made bobby sox famous.' Advertising for each product helps the others," Mr. Cramer said.

Walter Heimann, marketing director and account executive of Mervin & Jesse Levine, New York, another Morpul agency, also stressed the value of brand advertising.

■ He told the manufacturers-which produce Morpul brand hosiery, however, that "advertising for any product is only a part of the total marketing concept.

"In the marketing mix, product advertising, publicity, sales promotion and packaging must all work together," Mr. Heimann said. He pointed out, though, that it is advertising that has made and kept America brand-conscious. #

Palm Names Hohmeister, Adds Two Accounts

Frank G. Hohmeister has joined Charles Palm & Co., Bloomfield, Conn., as account supervisor and market research director. Mr. Hohmeister was formerly advertising and sales promotion manager of Torrington Mfg. Co., Torrington, Conn.

At the same time, Torrington Mfg. Co. and Hartford Special Machine Co., Simsbury, Conn., have appointed Palm to handle their advertising.

Ritter, Sanford Adds One

Ritter, Sanford, Miller & Kampf, New York, has been named to handle advertising for Underhill Securities Corp., New York. Walter Wiley Advertising formerly handled the account. Jay Blender, formerly assistant to the ad manager of Sun Chemical Corp., has joined Ritter, Sanford as production and traffic manager.

It might as well be spring

Any weather, anywhere, no magazine for women sells as many copies on newsstands - or in total - as The Ladies' Home Journal: **When the Journal speaks—women listen**

*According to latest ABC statements

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Despite E. B. Weiss' Predictions to the Contrary, Predictions Are Here to Stay, Mr. Nedved Predicts

To the Editor: Usually E. B. Weiss' column is chock full of interesting marketing developments which are in turn based upon Mr. Weiss' wide experience and excellent marketing insight. However, in his adopted position of the "great expert" he has drifted too far off base and he is out.

His Jan. 16 essay seems to be an attack upon prediction in general and test market prediction specifically.

The warm-up includes a kick or two at the pollsters—always safe—and then he swings into it by citing a few P&G failures that evidently used test markets. He conveniently forgets P&G's $16,000,000 blunder on Pace where they went national without a test market.

In comes the General Foods Gourmet line as some kind of example, although this was never test marketed, and in fact was intended to serve as a test itself for products that might have mass sales potential.

The hoary example of the Edsel is produced as Mr. Weiss plunges on in his attack upon prediction. He says,

"I still remember the lacing I got from the researcher principally responsible for the years of research that preceded that $300,000,000 flop, when I predicted in ADVERTISING AGE that Edsel would not sell 75,000 cars in its first year. (It didn't)."

Which goes to prove that it's okay when Mr. Weiss predicts.

Business forecasting gets some lumps, and then Mr. Weiss trots out some "law of probability" which gives a test market a "50% chance." Is Mr. Weiss naive enough to believe that test market sales go up or down for only two types of decisions? It is, in fact, the "sideways" test markets that produce successful adjustments to introductions.

Finally, Mr. Weiss throws up his hands in despair and calls life unpredictable, which leaves us nowhere except dependent upon experts like Mr. Weiss for our predictions.

Actually that's about what Mr. Weiss wants, for it is difficult to find one of his columns where he isn't predicting something. You know, catalog outlets will sell vending machines at discount to supermarkets, and so on.

I predict that Mr. Weiss will keep predicting and that some of his predictions will be right and that he will cite his correct predictions in subsequent columns. In the meantime I predict that test marketing, one of the most profitable ways to keep a business profitable, will keep right on predicting, despite Mr. Weiss.

Kimball Nedved,
Market Research Project Manager, S. C. Johnson & Son, Racine, Wis.

• • •

Our Headlines NG to Him; OK with Us

To the Editor: Speaking of creativity, would you take a look at some of the copy in your own publication. Here are five headlines from Page 1 of the Jan. 23 issue:

- Schick Leaving *B&B* Following Its *ASR* Acquisition
- Talk of "Discounts" Keeps *NAEA* Buzzing
- *L&M* Sweepstakes to Get Big Ad Push
- *IT&T* Dials Again, Gets Through to *NL&B* After Losing *DDB* Connection
- Schick Reportedly Weighs *W&L*, Grey
- State Newspaper Rates More Clearly, *Y&R's* Harding Advises *NAEA*
- Ovesey Opens Shop with Some *Ex-O&S* Accounts Chiefly in Soft Goods

B&B, ASR, NAEA, L&M, IT&T, NL&B, DDB, W&L, Y&R, Ex-O&S! D A M N !

Robert W. Murphey,
N. W. Ayer & Son, Philadelphia.

Sorry Mr. Murphey, but until printers stock up on rubber type, space limits will force us to use initials where it seems feasible. We try to limit the use of initials to those we feel our readers recognize at a glance. We doubt whether anyone familiar with advertising needs to linger long over Y&R, B&B, NAEA, etc.

• • •

Cole of California Doesn't Use Co-Op Advertising

To the Editor: Whereas it is always a badge of honor to be mentioned in ADVERTISING AGE in any way, we would like to go on record as saying that the information as stated in your issue of Jan. 23 is slightly in error.

We appreciate Mr. Haberfeld of Rose Marie Reid giving us a mention in his article even though it may be fifth place, but we hasten to inform you that Cole of California does not give cooperative advertising in any form and therefore, we are not entitled to this fifth place honor.

We try to give our dealers every possible service such as a high maintained mark-up of 43% average, mat service, sales training representation, promotional assistance in the department by use of promotional material and properties expressing the theme of the current year.

We at Cole do not believe in cooperative spending but we try to give every possible service to assist our stores in selling the merchandise to the fashion customer of Cole of California.

Thought you would be interested in the facts.

Anne Cole,
Cole of California, New York.

• • •

Correct Minimum Size Set by P.O. for Mailings Is 3x4¼"

To the Editor: In case it has not already been brought to your attention, I would like to mention an error which appeared on Page 1 of your Jan. 30 issue in which you give new standards adopted by the Post Office Department for mailing pieces.

Your article gives the minimum size under the new regulations as 3x4". The correct minimum size is 3x4¼", according to information issued by the Post Office Department.

Since I am sure this information will be of importance to many of your readers, maybe you will want to issue a correction so that there will be no misunderstanding as to the minimum size adopted by the Post Office Department, effective Jan. 1, 1963.

F. J. Norton,
Assistant Advertising Manager, U.S. Envelope Co., Springfield, Mass.

• • •

Yes, It's About That Time Again

To the Editor: Thought you'd find the headlines of these enclosed side-by-side ads both timely and expressive.

Kermit L. Richardson,
General Manager, KBOK-Malvern Broadcasting Co., Malvern, Kan.

• • •

A Question Is Raised on Who Originated 'Deepfreeze'

To the Editor: Joe Gerber has had a great career in advertising—and it is fine to see your issue for Jan. 30 (Page 46) give him due credit for originating some of our best-known trade names.

But, for historical accuracy, I seriously question whether Joe had much to do with coining "Deepfreeze."

The original Deepfreeze was developed and marketed by Motor Products Corp., in a plant then located at North Chicago. Account supervisor on the Motor Products account, then with the U.S. Advertising Co. (I believe) was Howard R. Roberts.

It is my understanding that Mr. Roberts, more than any other individual, was responsible for naming the freezer Deepfreeze and for encouraging Motor Products to put it on the market.

Directors of Motor Products

Gov. Faubus will be in the group if he is able to get away.

The legislators are due to leave the capitol at 1 p.m. They will spend an hour visiting the Civil Defense headquarters here and the Arkansas Children's Colony.

"Nothing Sells Like Newspapers."

INCOME TAX

RETURNS PREPARED BY GUS FULK

TAX CONSULTANT

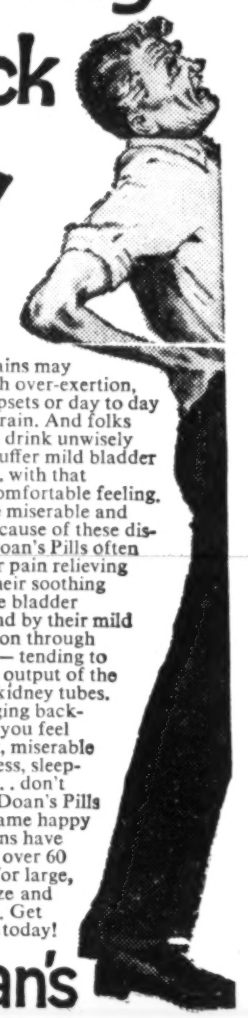
Retired After Having Had 23 Years of Income Tax Experience as a Revenue Officer With Internal Revenue Service

Office Hours—
8 A.M. 'til 6 P.M.

GUS FULK
Tax Consultant
616 PYRAMID BLDG.
2nd & Center
PHONE FR 4-4910
Home Ph. FR 4-7829

ADVERTISEMENT

Oh, my aching back !!



Nagging backache, headache, or muscular aches and pains may come on with over-exertion, emotional upsets or day to day stress and strain. And folks who eat and drink unwisely sometimes suffer mild bladder irritation . . . with that restless uncomfortable feeling.

If you are miserable and worn out because of these discomforts, Doan's Pills often help by their pain relieving action, by their soothing effect to ease bladder irritation, and by their mild diuretic action through the kidneys — tending to increase the output of the 15 miles of kidney tubes.

So if nagging backache makes you feel dragged-out, miserable ...with restless, sleepless nights . . . don't wait . . . try Doan's Pills . . . get the same happy relief millions have enjoyed for over 60 years. Ask for large, economy size and save money. Get Doan's Pills today!

Doan's

Now—EASTERN'S Flying Freighters offer

OVERNIGHT DELIVERY

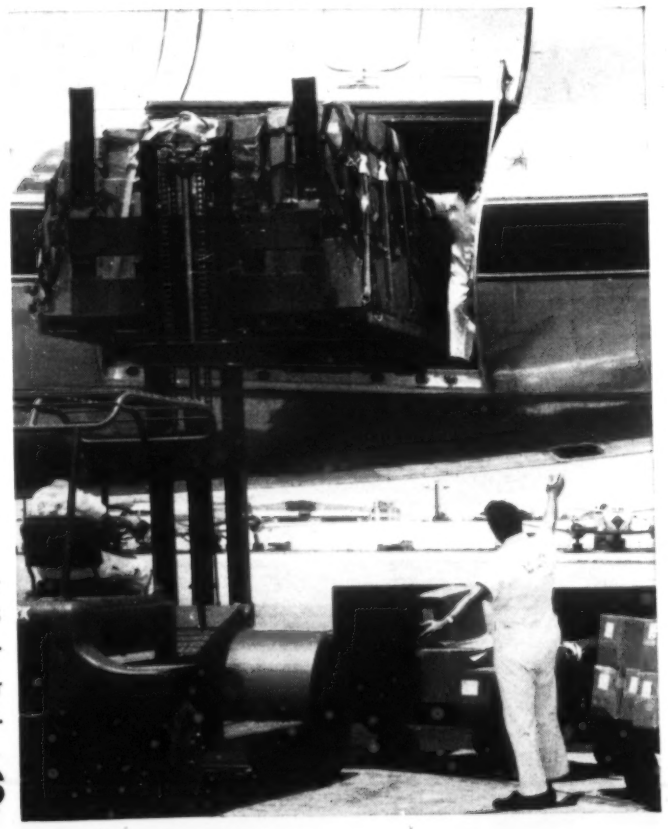
New York—Miami—San Juan
New York—Atlanta—New Orleans—Mobile—Houston
Chicago—Atlanta—Miami—San Juan

- Reserved space on every Freighter flight.
- Pressurized and temperature-controlled.
- Flights daily except Saturday and Sunday nights.
- Pickup and delivery service available.

In addition, Eastern offers freight space on over 400 daily passenger flights—including DC 8-B Jets and Prop-Jet Electras—to 128 cities in the United States, Canada, Bermuda, Puerto Rico and Mexico.

For Information and Freight Reservations, call your Freight Forwarder, Cargo Agent or Eastern Air Lines.

EASTERN AIR LINES



liked Mr. Roberts' analysis of the market potential so well that they persuaded him to become general manager of the Deepfreeze division—a spot he filled so aggressively that Deepfreeze stood for years as the generic term for a home-freezer.

Paul Blakemore,
John Blair & Co., New York.

We're afraid that Mr. Blakemore's memory has not served him well in this instance. We checked Mr. Roberts, who is now president of Roberts Detergents Inc., Skokie, Ill. He told us that Mr. Gerber did indeed originate the Deepfreeze name back in 1937, about a year before Mr. Roberts himself joined U.S. Advertising in Chicago. Mr. Roberts says he created the merchandising program for Deepfreeze while he was with the agency.

• • •

Fails to See Lack of Ethics in PR's Use of Freelance Writers

To the Editor: We're curious as to what exactly are Jerry Steinman's objections? ("Voice of the Advertiser," ADVERTISING AGE, Jan. 30).

Is he objecting to the use of freelance writers by a company or a publicity agency?

Is he objecting to writers accepting assignments on a no-risk basis, i.e. payment only upon publication?

Is he objecting to the payment of a bonus upon publication?

Is he objecting to editors paying for material prepared by outside sources?

Is he objecting to promotion of a company, its products, its services, within the framework of a feature article?

Where, specifically, is this "lack of ethics" he decries?

Lucien R. Greif,
Greif-Associates, New York.

• • •

Order Inverted; Meaning Lost: Helen Gone

To the Editor: This inverted order of diction really stopped me.

I know who Ferris is—the big

wheel at the carnival.

My question is about the headline in this Monsanto ad: Who is Faster?

Helen Gone,
St. Louis.

• • •

But Mr. Churchill Trimmed a Lot of Fat from His Speeches

To the Editor: Weighty Words indeed! (Page 54, AA, Jan. 16). This adman's commercial-conscious wife agrees it seems somewhat anomalous that weight reduction promotion should appear on a show featuring Winston Churchill.

I would say his longevity is diametrecally opposed to Hippocrates' rule about fat men.

Mary F. Dougherty,
Hicksville, N. Y.

• • •

AA Confuses New York Agency with Newark Agency

To the Editor: On Page 38 of the Jan. 30 issue is an illustrated story headed "Small Space Ads Sell Jamaica Homes for Carib-Ocho Rios."

I was thrilled to read this article because we are the agency preparing and placing this advertising, until I came to the last line.

There is a Lewis Advertising Agency in Newark which is in no way related to this agency and which has nothing to do with this campaign. I am puzzled how this name got into the article. Can you enlighten me?

Irving S. Lewis,
Lewis Advertising Co., New York.

AA's copy editor goofed in supplying the city for the agency in the story. He checked the agency register and came up with Newark instead of New York.

• • •

'No Salesman Will Call' in Coupons Riles Him

To the Editor: If there is anything that riles me, it is to see the phrase, "No salesman will call," in the coupon of an advertisement. This not only is unfair to firms that do use salesmen but also is insidious. It implies that there is something shifty about the whole business, and that the coupon-sender had better be on his guard. It also is an insult to anyone who earns his living as a salesman. Curiously, every magazine will print such ads, even though the publication itself would probably go bust without a sales force.

I happen to know a few advertisers of this ilk, and it is curious that most of them started their careers as salesmen. Perhaps they confuse the type of salesmen they were with those who now earn their living on the street.

Stephen Tedor,
Lake Bluff, Ill.

• • •

Media Men Are Business Men, Too

To the Editor: 'Way back in November [AA, Nov. 7, '60], there was an interesting article by F. N. McGehee stating that "Advertising excesses are business men's fault, not agencies' or media's." All men in agencies and media are business men and there is no question that the original fault is with the person who okays the ad. But let's not forget that the final responsibility is up to the media man and he, too, is a business man and media are run by business men.

Edgar Kobak,
New York.

Agency Want Ad Is Poor Showcase for Industry, He Says

To the Editor: On the financial page of the *Toronto Globe & Mail*, issue of Jan. 25, an advertisement by a well-regarded advertising agency scarcely contributes to the mature and professional stature of the advertising business as we like it. To quote:

- "ideas ranging far into left field" (wherever that is)
- "joy from writing a 20-line acne remedy ad" (ouch)
- "better still, a junior copywriter" (expected to write award-winning tv commercials?)
- "locust eaters need not apply" (do they mean "lotus eaters"?)

Though not with any advertising agency, I have been in the graphic arts field for over 40 years. I have long been a subscriber to, and very interested reader of, ADVERTISING AGE.

I heartily believe, as you do, that the advertising business and its practitioners should present a constructive picture of its operations wherever it appears in public—even in so simple an item as an advertisement for a non-locust-eating copywriter.

A company executive, reading this financial page in today's sober frame of mind, and seeing the BBDO advertisement, must have wondered about the judgment and good sense of advertising people in general.

Name Withheld by Request

P.S. I wonder what Carl Spier (AA, Jan. 23) would say to the writer of this ad?

COPYWRITER

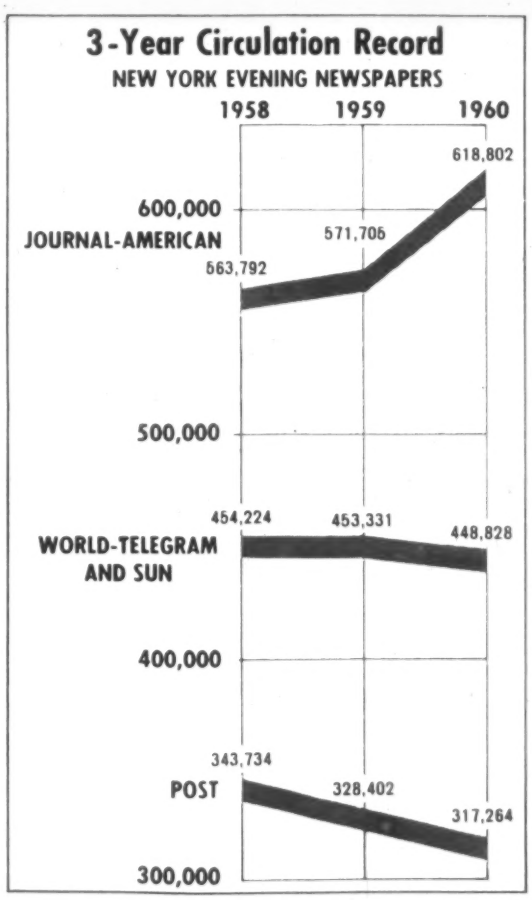
Toronto's fastest-growing agency has a vacancy for a copywriter. The man we want loves writing copy. His ideas may range far into left field, but he can express them clearly and concisely in good, hard-selling basic English. He gets as much joy from writing a 20-line acne remedy ad. as he does creating an award-winning TV commercial. His background may be editorial, sales promotion or better still, he's a junior copywriter who wants to make the intermediate and senior grades fast. If you think you fill the bill phone Miss Bernita Blackhall at EM. 3-9461 for an appointment.

Locust eaters need not apply.

BATTEN, BARTON, DURSTINE & OSBORN, INC.
2 Carlton Street, Toronto 2

THE GAP WIDENS!

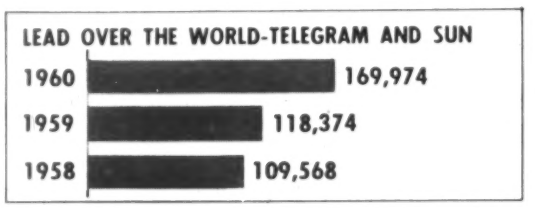
With over 618,000 circulation, the New York Journal-American now leads the World-Telegram & Sun by 170,000 and the Post by over 300,000!

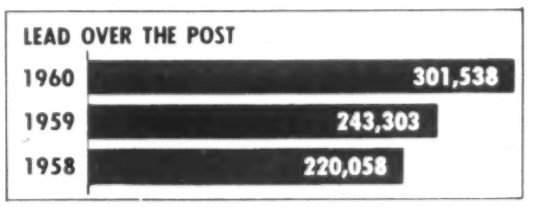


Year by year, the gap grows wider...

The graph at the left shows how New York Journal-American has moved ahead consistently in circulation over the past 3 years while both other evening newspapers have declined in popularity.

The following charts show how the Journal-American has increased its lead over the World-Telegram and Sun and the Post since 1958.





From A.B.C. Publisher's Statements for 6 months ending September 30, 1960

NEW YORK JOURNAL-AMERICAN

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

H-R Names 4; Adds 3 Stations

H-R Representatives, radio station representative, has named Joseph Friedman, formerly an account executive with H-R Television, manager of its San Francisco office. David McConnaughey, formerly with Headley-Reed Co., has joined H-R's San Francisco staff. Douglas Jones, formerly with Headley-Reed, has joined H-R in New York as a senior account executive. Kenneth F. Campbell, formerly with Branham Co., has been named an account executive in New York. H-R has been named to represent WYDE, Birmingham, Ala., and WAKE, Atlanta, formerly handled by Adam Young Inc., and WONE, Dayton, formerly handled by Headley-Reed.

Craig to Boylhart, Lovett

Craig Corp., Los Angeles, and its subsidiaries, Craig-Panorama, Craig Electronics and Craig Research, have appointed Boylhart, Lovett & Dean, Los Angeles, to handle their advertising.

Mitchell Hardy Carter

AWARD DINNER—*E. Kent Mitchell, vp and publisher, and John Mack Carter, editor, American Home, New York, chat with Neal Hardy, newly-appointed commissioner of the Federal Housing Administration, at American Home's 1961 Best Home for the Money award dinner held in Chicago.*

LET US PROVE THAT

NARGUS BULLETIN

published by
NATIONAL ASSOCIATION OF RETAIL GROCERS
OF THE UNITED STATES

will get you more
SALES RESULTS
than any other
FOOD TRADE MAGAZINE

NARGUS BULLETIN

is top choice of
store owners who make
the big buying decisions
you get this Big Volume Readership

80% of all supermarkets (exclusive of national chains), 50% of all superettes, all voluntary and cooperative group headquarters and all members of National-American Wholesale Grocers Association and National Food Brokers Association.

Published by National Association of Retail Grocers of the United States, 360 North Michigan Avenue, Chicago 1, Illinois.

Along the Media Path

In its Jan. 26 issue, the **Town Crier**, Westport, Conn., published a listing of 928 names of "communicating commuters" who reside in its circulation area. The list is an enlargement and revision of a "Who's Who in the Communicating Capital of the World," prepared six years ago by John Orr Young, advertising consultant, which included the names of 350 advertising men, authors, newspaper and magazine personnel, public relations executives, radio and tv personnel, artists and others associated with the communications industry.

• Within an hour following news of the collision of two passenger planes over New York, a special Pulse survey was initiated by **WOR**, New York, to determine the public's primary source of information concerning the disaster. Results of the study indicated radio was the leading source of news concerning the air disaster, with WOR the top station in the New York-New Jersey areas, WOR reports.

• The March 11 issue of **Colorado Rancher & Farmer** will be devoted to irrigation and fertilization.

• **Production**, a national magazine of manufacturing, has introduced a new forum study with its current issue, in which it has enlisted as members more than 1,000 industrial management men. Members of the group have been asked to participate in six surveys each year. Purpose is to review reader needs and interests.

AFTER 50 YEARS—*Walter Crowder (right), editor and publisher of Industrial Distribution, a McGraw-Hill publication, compares the first copy of Mill Supplies, forerunner of ID, with the redesigned January issue held by George Bottari, ad sales manager. ID has been given a complete face-lifting for its 50th year of publication.*

• The **Arizona Daily Star** and **Tucson Daily Citizen** made almost a clean sweep of the awards for the state's big dailies at the recent Arizona Newspapers Assn. convention. The *Daily Star* won the general excellence award and four special awards including mechanical excellence, general and departmental news coverage, editorial page and advertising content. The *Tucson Daily Citizen* won the community service award for the seventh year in a row and also won second place for general excellence. The *Yuma Daily Sun* won the remaining special award for editorial excellence.

• **Dell Publishing Co.** has introduced an advance trade edition of *HairDo Magazine*. The trade edition will consist of the regular issue of *HairDo* with a special perforated supplement designed exclusively for the trade bound into the magazine. It is available only to the trade and only by subscription.

• **Berliner Illustrirte**, pioneer picture magazine, a strong voice for democratic Germany before it was brought under Nazi control and used as a propaganda instrument, has reappeared in the form of a special issue devoted to Berlin today under the opposing flags of the East and West. It is published by the House of Ullstein, Berlin. Included are features on American soldiers in Berlin, a pastor who divides his life between West Berlin and East Germany to minister to his people; the free city's art, theater, music, fashion, its women, its refugees, its business and industry. The issue is printed in German for European sale and, for the first time, in English, in an edition to be distributed to 180,000 business, industrial and labor leaders, government officials, clergymen and educators in the U. S. The special issue carries no ads.

• "This is Texas-1961," special annual edition, published by the **Houston Post** on Jan. 29, contained no articles written by newspaper men. Designed to give original insights into the lives of Texans today, the entire edition consisted of tape recorded interviews with Texans from all walks of life, which were then transcribed directly by a stenographer.

• **Progressive Farmer** will mark 75 years of publication with its February issue. Special editorial features for the anniversary issue will be geared to expanding reader service and information for the future, with a brief glance at the past.

• To mark the first anniversary of its "Big Band Sound," **WRCV**, Philadelphia, asked its listeners to write in about the music played during the past year on the station. During the first eight days following the first announcements on the air, the station received 11,624 letters from listeners without offering prizes or other incentives.

• The **St. Louis Globe-Democrat** will feature a special Civil War centennial section in its April 16 issue.

• Effective with its February issue, **Forum** will introduce a new section covering the rebuilding, repairing and maintaining of existing buildings.

• As a community service, **WNEW**, New York, has completed the first shipment of 500,000 reminder cards to schools in the New York metropolitan area for distribution to schools. The station broadcasts bulletins from the schools when they close because of inclement weather, and the cards remind students to listen to the station.

• **CBS Television** stations division and **RAI**, Italian Radio-Television System, have completed a mutual agreement which calls for an exchange of broadcasting information between the two companies. Information exchanges under the agreement will include technical developments, program production, news and public affairs and promotional techniques.

• "A Newspaper & Its Public," a study of reader characteristics and attitudes, has been published by and is available from the **Waukegan News-Sun**, Waukegan, Ill.

• **WIL**, St. Louis, began its 40th year of community service on Feb. 9.

• **KATZ**, St. Louis, has launched its Brotherhood Week campaign a month early with an essay contest for "fresh new ideas to improve race relations." Prizes, including television and radio receivers and a hi-fi phonograph, will be awarded to writers of winning essays. Winning essays will be broadcast.

• A 22-page section covering the Nike-Zeus system was published in the Jan. 30 issue of **Missiles & Rockets**.

• Effective with the Feb. 18 issue, the Dakotas edition of **TV Guide** will be expanded to include programming of stations in Winnipeg.

• Effective with its April 2 issue, the space closing date for **Parade** advertising orders will be the seventh Friday (44 days) prior to date of issue. The present closing date is 51 days ahead of issue. The change in closing dates for advertising orders does not affect due dates for production material.

• **American Weekly's** Jan. 15 cover carried the first portrait of President and Mrs. John F. Kennedy by the world famous Yousef Karsh, which promptly drew recognition on the floor of Congress from Rep. John M. Slack Jr. In a page ad in the *New York Times* on Jan. 31, placed by Kastor, Hilton, Chesley, Clifford & Atherton, *American Weekly* showed the Karsh portrait and gave highlights of Congressman Slack's remarks.

• The Jan. 15 issue of **Premium Practice** contained the 12th annual "Index of Supply Sources"—an expanded listing of more than 1,500 manufacturers and more than 200 top manufacturers' representatives in the U. S., Puerto Rico and Canada. Another section contained a listing

HOW TO SELL TO A MATERIALS EXPERT

MATERIALS RESEARCH & STANDARDS
American Society
for Testing Materials
1916 Race Street
Philadelphia 3, Pa.

Gentlemen:

Please tell me how we, too, can sell to the senior engineers and scientists who are the "pace setters" in materials research and evaluation—and who write the authoritative ASTM Standards.

Name _____

Title _____

Company _____

Address _____

☐ Please send complimentary copy of MATERIALS RESEARCH & STANDARDS.

Imprinting Service

Let us personalize your national advertising by imprinting it with the names, addresses, and trade marks of local distributors. We handle tabloids, magazines catalogs, booklets and folders in runs of all sizes.

SERSEN'S IMPRINTING INC.
120 So. Sangamon St.
CH 3-2050 Chicago 7, Ill

of merchandise suppliers under approximately 550 category groups, ranging from adding machines to zipper lubricant. Additional information may be obtained from Premium Practice, 630 Third Ave., New York 17.

• A staff luncheon in New York's famed 21 Club restaurant on Jan. 31 marked **Keystone Broadcasting System's** 21st anniversary.

• **WIP**, Philadelphia, and **WCAM**, Camden, have joined in a campaign called "Bridge of Dimes" to help raise contributions for the March of Dimes. Each station is advising listeners to send contributions to special box numbers. In announcements crediting the other's efforts, each station has pledged to raise enough dimes (estimated at 61,344) to stretch half way across the Benjamin Franklin Bridge, which connects Philadelphia and Camden.

• To publicize its latest ARB ratings, **WLW-I**, Indianapolis, mailed to agencies and advertisers corrugated board stiffeners imprinted with the message, "WLW-I has packaged up the biggest audience, because it has more audience between sign on and sign off seven days a week than any other Indianapolis tv station."

• **Department of New Laurels:**
In the first three months of 1961 **Parents' Magazine** will carry 174.62 pages of advertising, a gain of 1.5% over the corresponding 1960 period.

Esquire's net paid circulation for the last six months of 1960 was 875,000, compared with 846,000 in the comparable 1959 period.

International Editions of The Reader's Digest carried 21,876.50 advertising lines in 1960, compared with 19,634.49 lines in 1959. #

WISE All-Day Show Sold Out

WISE, Asheville, N. C., was completely sold out for its all-day broadcast of the opening of the city's airport, with 41 advertisers participating in the public service program. On Jan. 15, the radio station devoted 10½ hours to 50 taped interviews and opening day ceremonies. Three-quarters of the sponsors bought hour blocks, with the remainder buying quarter hours.

38 Buy Independent TV Show

Javelin Productions division of Independent Television Corp., New York, tv film producer-distributor, sold "National Football League Presents" in 38 markets during the first three weeks of selling. The series consists of 26 telecasts of NFL games.

Link-Belt Names Wendell

Link-Belt Co., Chicago, has appointed Erwin A. Wendell manager of advertising and public relations, succeeding Bertram V. Jones, who has retired. Mr. Wendell was formerly assistant advertising manager.

Account to Gilbert & Felix

Harrison Radio Corp., New York, which sells hi-fi and ham radio equipment, has appointed Gilbert & Felix to handle its advertising. The company had no previous agency.

Air Lift Names Jaqua

Air Lift Co., Lansing, Mich., manufacturer of air springs, has appointed Jaqua Co., Detroit and Grand Rapids, to handle its advertising.

Petry Appoints Four

Roger LaReau, formerly a sales executive with Crosley Broadcasting Corp., has been named to the new post of vp and director of client relations of Edward Petry & Co., New York, radio-tv station representative. Petry has transferred William J. Mathews Jr. from its radio division to the tv sales staff and named Gerald L. Atkin and Donald C. Bowen to the tv sales staff. Mr. Atkin formerly was eastern tv sales manager of Headley-Reed Co.; Mr. Bowen was an account executive of KDKA-TV, Pittsburgh.

Doxsee Uses Spot Radio

Fred Fear & Co., New York, is running a Lenten spot radio campaign for its Doxsee Little Neck clam products. Live minutes are being used in New York, Baltimore, Detroit, Miami, St. Louis, Los Angeles, Portland, Ore., and Seattle. Smith/Greenland Co. is the agency.

"Come and Get It!"

This same phrase applies to today's South Bend market. There's something here worth coming after . . . namely, cash! South Bend area bank debits are at an all-time high. Add the fact that South Bend households have an average income of $7553, (Indiana's highest) and it makes an attracive market picture!

Cover South Bend and its 7-county Trading Zone with The South Bend Tribune. Complete market and circulation facts in free market book.

Franklin D. Schurz, Editor and Publisher

The South Bend Tribune

The South Bend Ind. Market Seven Counties over One-Half Million People

Story, Brooks & Finley, Inc., National Representative

MUTUAL CLEARS THE AIR

STOP! Mutual Radio is the only network that gives this guarantee: 80% clearance across the board in all prime time slots! **LOOK!** All of Mutual's 400 affiliates are sold on Mutual's "Go Network—Stay Local" programming concept. Result? Clearances are not a problem.

LISTEN! You hear what you buy on Mutual Radio. Your client's clearance pattern becomes established with the airing of his first announcement. Mutual Radio gives you your advertising schedule . . . not rebates. **GO!** Want a guaranteed 80% clearance in prime time? Buy Mutual!

MUTUAL RADIO

A SERVICE TO INDEPENDENT STATIONS • Subsidiary of Minnesota Mining & Manufacturing Company

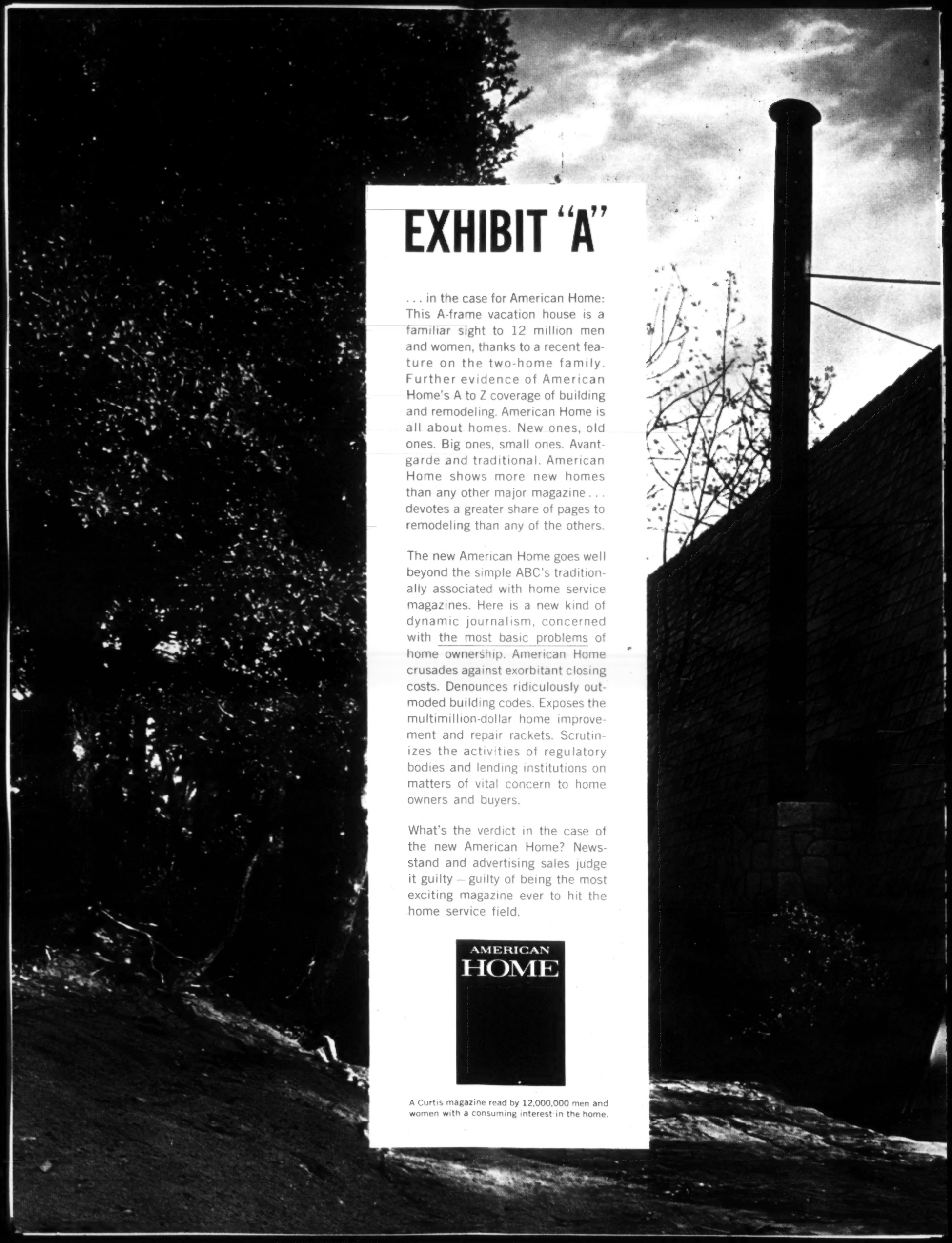


EXHIBIT "A"

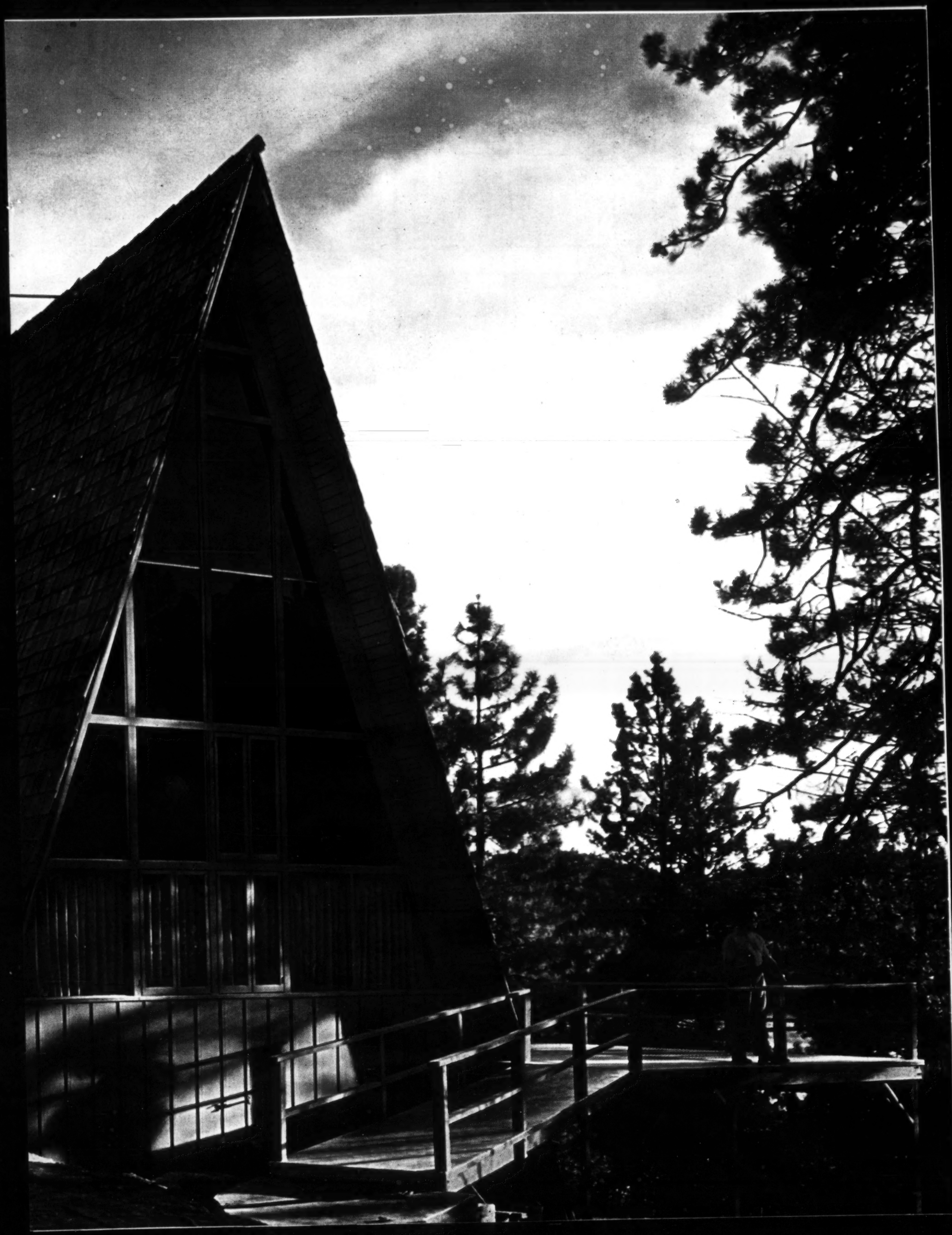
. . . in the case for American Home: This A-frame vacation house is a familiar sight to 12 million men and women, thanks to a recent feature on the two-home family. Further evidence of American Home's A to Z coverage of building and remodeling. American Home is all about homes. New ones, old ones. Big ones, small ones. Avant-garde and traditional. American Home shows more new homes than any other major magazine . . . devotes a greater share of pages to remodeling than any of the others.

The new American Home goes well beyond the simple ABC's traditionally associated with home service magazines. Here is a new kind of dynamic journalism, concerned with the most basic problems of home ownership. American Home crusades against exorbitant closing costs. Denounces ridiculously outmoded building codes. Exposes the multimillion-dollar home improvement and repair rackets. Scrutinizes the activities of regulatory bodies and lending institutions on matters of vital concern to home owners and buyers.

What's the verdict in the case of the new American Home? Newsstand and advertising sales judge it guilty – guilty of being the most exciting magazine ever to hit the home service field.

AMERICAN
HOME

A Curtis magazine read by 12,000,000 men and women with a consuming interest in the home.



Grolier to Spend $550,000

Grolier Society, publisher of encyclopedias, will spend about $450,000 in magazines advertising the "Book of Knowledge" and an additional $100,000 in newspapers for ads on the new Grolier Min-Max self-teaching machine. During the first half of 1961, "Book of Knowledge" ads will appear in *Child Life*, *Doctor's Wife*, *Living for Young Homemakers*, *Look*, *Parents' Magazine*, *McCall's*, and *Reader's Digest* (western edition). The budget for the "Book" is $150,000 higher than last year, according to the publisher. deGarmo, New York, is the agency.

Boris Joins C. A. Gross

Edward Boris, formerly art director of Arndt, Preston, Chapin, Keen & Lamb, Philadelphia, and head of his own art and advertising design company in Philadelphia and New York, has been named art director of Charles Anthony Gross Advertising Agency, Miami.

SILK SCREEN BY RAPID ART

Nothing gives a test market display, a sales presentation or a brochure cover, the richness and elegance that comes with silk screen! And, at RAPID ART, because our skilled silk screen artists and technicians work hand and brush with our own designers, carpenters, bookbinders, etc., every facet of every job (from screening to scoring) is completely coordinated—resulting in a minimum of confusion and a maximum of quality and good taste!

CALL: MU 3-8215

6

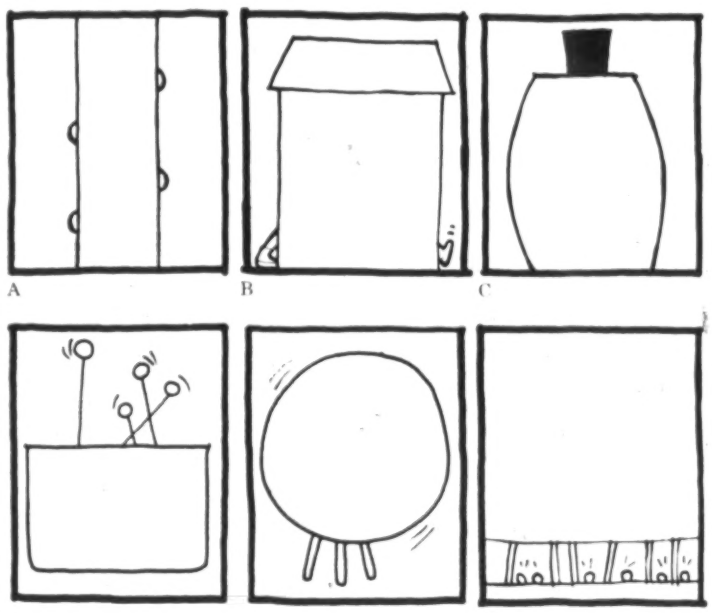
FULLY-EQUIPPED DEPARTMENTS

■ COPY & DESIGN ■ SILK SCREEN ■ ART & PRODUCTION ■ TYPE & LETTERPRESS ■ BOOKBINDING ■ DISPLAYS & EXHIBITS

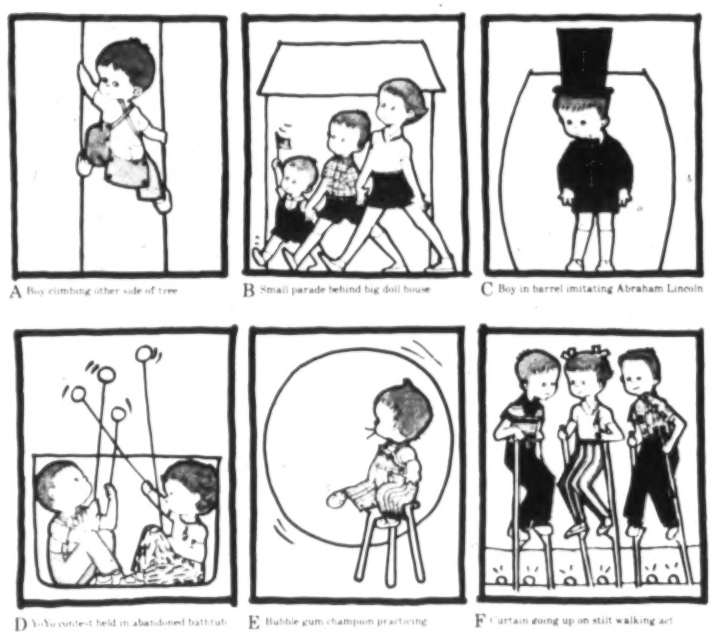
RAPID ART SERVICE INC.

304 EAST 45 ST NY 17

If you turn every child in America around



He (or she) will probably be wearing Health-tex


A Boy climbing other side of tree
B Small parade behind big doll house
C Boy in barrel imitating Abraham Lincoln
D Yo-Yo contest held in abandoned bathtub
E Bubble gum champion practicing
F Curtain going up on stilt walking act

Any way you look at it, Health-tex is really the most amazing little wearables in America. Playing happily in chewing gum one moment. Dress-up for parties the next. Health-tex is childhood come to lovable fabric with every seam on guard for trouble. Courageous knits made by Health-tex control perfect fit and historical softness. Colors are vivid enough to eat. Exceptional construction provides for growing and changing, climbing and kisses. How does Health-tex do it? Health-tex has spy mothers pump real mothers for information. Results: the most workable, very huggable, washable clothes of unchallenged spirit.

Health-tex can be: A The height of cotton overalls dropseat, 2.75. B Victorious cotton short sets, 3.00. C Stately Eton suit, wash and wear, 5.00. D Playful slacks set, nicely styled, 3.00. E Changeable seersucker crawler set, 3.00. F Daring tailored slacks sets, 4.00. Prices approximate. Sizes 6 months to 8 years. Health-tex is a pure product of Standard Romper Co., Inc., 130 W. 34 St., N. Y. 1. Sold at very nice stores.

Is your child wearing Health-tex? Turn him around and look for the label inside.

Health-tex®

GAMEMANSHIP—*Standard Romper Co., New York, which always features a game in its Health-Tex magazine ads (to entertain and hold the reader) this season is offering Rodger Price droodles. This spread, with b&w left-hand page and color right-hand page, ran in the Feb. 12 New York Times Magazine. Other versions will run in other magazines. Hockaday Associates, New York, is the agency.*

Goodis Adds Paint Maker

Goodis, Goldberg, Dair, Toronto, has been named to handle advertising and promotion for Brandram-Henderson, Toronto, paint company. Basic media for the campaign, seeking to build dealer and consumer acceptance of its Carousel line of paints and to create a new corporate image, will be dailies and exterior bus boards. First year's accent will be on dealer support. Ads were previously placed direct.

Kohler Adds Account

Albert A. Kohler Co., Old Greenwich, Conn., has been named to handle advertising for International Maintenance Institute, Greenwich. Kohler has incorporated and has elected Howard Dickstein, an account executive, a vp.

Shaffer, Lazarus Moves

Shaffer, Lazarus & LaShay, Chicago, has moved to new offices at 100 E. Ohio St.

General Mills to Award Pairs of Cars in Cereal Drive

General Mills will use a page in *Look* March 28, the back cover of *The Saturday Evening Post* March 18 and one-third pages in Sunday comics sections in 104 markets to promote its "Be a two-car new car family" contest for nine cereals. Promotion will include mentions on General Mills' tv shows in March and April. Wheaties, Cheerios, Frosty O's, Trix, Kix, Jets, Hi-Pro, Cocoa Puffs and Pick-A-Pack will each have its own contest, with three first prizes of two cars (1961 Pontiac Catalina and Tempest) each, and 1,827 prizes in all.

General Mills and Diamond Walnut Growers will jointly promote Betty Crocker brownie mix and Diamond walnuts in four-color pages in March issues of *Ladies' Home Journal* and *Redbook* and other ads in *American Home*, *Good Housekeeping* and *Look*. The agency for General Mills is Batten, Barton, Durstine & Osborn; for Diamond Walnut it is McCann-Erickson. General Mills, via BBDO, will offer a free jam and jelly server to consumers for two Betty Crocker muffin mix box tops plus a label from any jam product in four-color half pages in *Family Weekly*, *Parade*, *This Week Magazine* and six independent supplements March 5, followed by 1,000-line ads in dailies.

10 Agencies Bid for North Carolina Account

The North Carolina State Board of Conservation & Development's advertising committee has invited 10 agencies to make presentations for the state's $350,000 annual advertising contract. The state's contract is for a two-year period and is customarily thrown open to competition at the end of each contract term. Agencies bidding for the account include Ayer & Gillette Advertising, Charlotte, the present agency.

Smith Adds Automatic Welding, Names Davis

Automatic Welding Co., subsidiary of McKay Co., Pittsburgh, has appointed Smith, Taylor & Jenkins, Pittsburgh, to handle its advertising.

At the same time, Frank E. Davis Jr. has joined the agency as an account executive. He was formerly sales promotion manager of Superior Valve & Fitting Co., Pittsburgh.

Platt Named to New Post

Maury Platt, department store advertising manager of the *Philadelphia Evening* and *Sunday Bulletin*, has been named rotogravure advertising manager of the *Bulletin's* new Sunday magazine, *Sunday Bulletin*, which will begin publication next fall. Leland Adams, retail advertising manager, will take on the added responsibility of department store advertising.

Rounds Joins Arnold Bakers

Lester S. Rounds, formerly vp of Kudner Agency, New York, has joined Arnold Bakers, Port Chester, N.Y., as coordinator of marketing and member of the management executive committee. Mr. Rounds was account executive on the Arnold Bakers when it was at Benton & Bowles in the late '40s and also at Kudner in 1959.

Roth Joins North as A.E.

Conrad Roth, formerly manager of radio-tv of Lanvin Parfums, New York, has been named an account executive on the Lanvin account by North Advertising, New York. Before joining Lanvin, Mr. Roth was manager of radio-tv of Nestle-Lemur.

ONE OF AMERICA'S

New Standard Metropolitan Areas...

EMERALD EMPIRE .. Best in the West!

The 1960 census confirms Eugene-Lane county population claims and establishes it as a Standard Metropolitan area 70,593 people in Eugene-Springfield, 162,890 in Lane county. Effective buying income is in excess of 316 million dollars.

The Eugene Register-Guard is delivered to 81% of these homes every day of the week.

Eugene Register-Guard

Ask the Sawyer-Ferguson-Walker man about the Register-Guard's volume and frequency discount rate.

Is Editorial Opinion Favorable?

Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's Est. 1888

PRESS CLIPPING BUREAU

165 Church St., New York 7, N. Y. Phone BArclay 7-5371

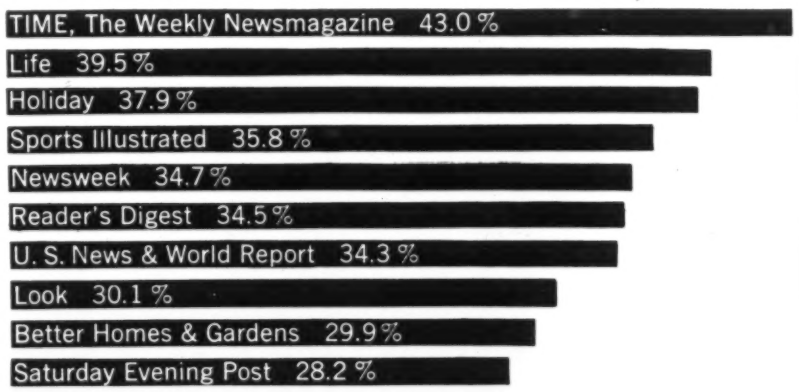
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304

One Operations Office (Livingston, N. J.)

NEWSPAPERS • MAGAZINES • TRADE PAPERS

TIME is the shape of the travel market

Circulation concentration in the top 15 metroplitan areas for PASSPORTS ISSUED OR RENEWED (JAN.-MARCH, 1960)



Percentages compiled from these sources: passport data from U. S. Dept. of State—1st quarter 1960 figures for 15 leading areas and latest available publishers' reports—TIME (3/23/59) • Life (10/26/59) • Holiday (March 1957) • Sports Illustrated (3/2/59) • Newsweek (3/23/59) • Reader's Digest (April 1959) • U. S. News & World Report (3/28/58) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59).

65% of all U.S. passports are issued in just 15 metropolitan areas. And in these 15 top markets TIME concentrates a higher percentage of its circulation than does any other magazine of more than half a million. TIME readers travel for business and pleasure—frequently and far. Their interests, incomes and positions make them prime customers for travel—and for practically everything.

TIME . . . TO REACH 2,550,000 TOP-OF-THE-MARKET FAMILIES

TIME

Hallett Driscoll Connolly Cahners Chirurg Stubbs

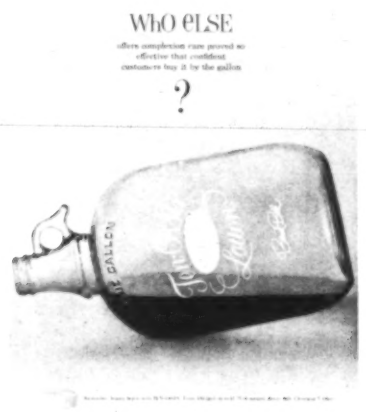
WHO'S ON FIRST—*Checking over the program and dedication of the new Cahners building in Boston were Norman L. Cahners, board chairman, Maurice P. Driscoll, president, Cahners' Chicago-based publications; Sears L. Hallett, publisher, Modern Materials Handling, along with admen guests: James Connolly, vp, John Donnelly & Sons, and 1st vp, Advertising Club of Boston; James T. Chirurg, vice-chairman, Chirurg & Cairns; and Clifford Stubbs, vice-chairman, Henry A. Loudon Advertising.*

AFTER DINNER BORE—*Schweppes (U.S.A.) Ltd. adds another humorous tv spot starring its president, Comdr. Edward Whitehead. In this one, a retired British general explains to a bored Whitehead how his colonial brigades held the line against the enemy, using a dozen Schweppes bottles for soldiers. The commander gets the commercials in during the general's pauses.*

PHOTOGRAPHIC REVIEW

65 YEARS OF SERVICE—*John C. Villaume (right), president, International Correspondence Schools, Scranton, Pa., presents plaque to Warner S. Shelly, president, N. W. Ayer & Son, Philadelphia, honoring the agency for 65 years of service to ICS.*

MEMORIES—*Charles M. Gray stands at the desk which he used 25 years ago when he founded Charles M. Gray & Associates in Detroit, now Gray & Kilgore. The desk was resurrected from a storeroom by employes to greet Mr. Gray, now board chairman, when he came to the office on Feb. 1.*



BY A JUGFUL—*This ad for Bonne Bell's Ten-O-Six lotion, set for the April 1 New Yorker, is the third of a four-ad sequence beginning with a full bottle in the March 4 issue and ending with an inverted empty one to run April 15.*

Mulvanny Strenski Harris Swink Rowe Caldwell

PANEL—*Panel members at the midwestern regional meeting of the National Advertising Agency Network in Chicago were Joseph Mulvanny, vp and secretary, Hoffman, York, Paulson & Gerlach, Milwaukee; J. B. Strenski, president, Attitudes Inc., Chicago; Jean Harris, exec vp, Ambro Advertising Agency, Cedar Rapids, Ia.; Howard Swink, president, Howard Swink Advertising, Marion, O.; William Rowe, exec vp, Richard Lane Agency, Kansas City, Mo.; and Howard Caldwell, president, Caldwell, Larkin & Sidener-Van Riper, Indianapolis. More than 50 people attended the meeting.*

CAR AD—*Boch Rambler, Norwood, Mass., puts a 1961 Rambler station wagon atop its building as a live billboard.*

OUTDOOR GEOMETRY—*Stop & Shop is using a series of outdoor displays in the Boston area featuring animated geometric designs. This one is a red ball and a yellow hoop, rotating contrariwise to each other. Arnold & Co. is the agency.*

FACT FINDER FOR THE AUTO INDUSTRY

Q Why is the AUTOMOTIVE NEWS Almanac—for 35 years the fact-finder of the industry—important to you?

A Because it's used in every way, every day of the year by decision-makers at every level, in every facet of the industry.

Q What facts does the Almanac contain?

A Hardly the space here to be complete, but to list a few features: Car and truck production figures; photos and biographical sketches of industry leaders; engineering trends; comparative registration information; service specification data; Who's Who Directory of Automotive Manufacturers; and much more.

Q How is the Almanac helpful to the automotive industry?

A The factual information in the Almanac presented through statistics, charts, graphs, and historical data eliminates the guesswork and hearsay of past and present automotive conditions and provides a firm basis on which to calculate new trends. It is a complete, accurate picture of the automotive industry in one source.

Q What is the distribution?

A This year, over 47,000 car and truck manufacturers, dealers and other key automotive people will purchase the Almanac or receive it as part of their paid subscription.

Q How will I benefit as an advertiser?

A Because the Almanac *is* a source book, because it *is* so useful to automotive people, because it *is* being constantly referred to YEAR 'ROUND, your ad is exposed over and over again. *And* it is exposed to those people you want to reach, people interested, able and ready to do business with you.

Issue Date . . . . April 24
Closing Date . . . March 17
(first forms)

ABP ABC

YEAR LONG USE . . .
YEAR 'ROUND EXPOSURE!

Don't delay. Be a part of the most influential publication in the automotive industry. Contact your AUTOMOTIVE NEWS Representative today. He'll be ready to give you complete information.

REPRESENTATIVES

NEW YORK: Edward Kruspak, Howard E. Bradley, 51 E. 42nd St., Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, 360 N. Michigan Ave., State 2-6273

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520

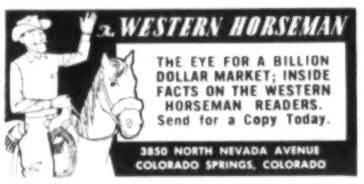
SAN FRANCISCO: Jules E. Thompson, 681 Market St., Douglas 2-8547

LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

Automotive News
1961 Almanac
THE NEWSPAPER OF THE INDUSTRY

Nabisco Sales, Net at Record

National Biscuit Co., New York, reports record sales of $451,800,000 and earnings of $27,900,000 for 1960. This is a 5% increase in sales and 13.9% increase in earnings over 1959.


WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS.
Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Purcell to Head WCAO-FM

Charles Purcell, in radio for 30 years and production manager of WCAO, Baltimore, has been named managing director of WCAO-FM, Plough Broadcasting Co. station.

Better Be Bundscho-Sure

Here Type Can BE SERVE You

J. M. BUNDSCHO, INC., Advertising Typographers

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

BROCHURE—*Cessna Aircraft Co., Wichita, is having a 10-page accordion-fold brochure bound into Flight and Flying three times yearly opposite b&w page ads. Gardner Advertising, St. Louis, is the agency.*

Ullman Agency Adds Account

Ullman Organization, Philadelphia, has been named to handle advertising for the mixer division of Philadelphia Gear Corp., King of Prussia, Pa. Harris D. McKinney Inc., Philadelphia, is the previous agency of record.

TODAY IN CANADA

every household in North Bay will read

will they get your sales message?

North Bay, the "Gateway," has become one of Northern Ontario's richest cities.

People in North Bay earn an annual personal disposable income of over $65,960,000. Retail sales are now in excess of $70,815,000 annually.

They're eager to buy. To sell them best, use The North Bay Daily Nugget, the only medium that reaches *all* of the 40,700 people in North Bay!

Circulation 13,847 A.B.C. March 31, 1960

You get action when you advertise in

THE NORTH BAY DAILY NUGGET

A Southam Newspaper

The Southam Newspapers are:

THE OTTAWA CITIZEN
THE HAMILTON SPECTATOR
THE WINNIPEG TRIBUNE
THE CALGARY HERALD
THE NORTH BAY NUGGET
THE EDMONTON JOURNAL
THE MEDICINE HAT NEWS
THE VANCOUVER PROVINCE
(Published for Pacific Press Ltd.)

REPRESENTED IN THE UNITED STATES BY: CRESMER & WOODWARD INC. (CAN. DIV.), NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA

Marketing Execs List Top Marketing Drives of Decade

NEW YORK, Feb. 7—Marketing directors of 150 U. S. corporations, polled by *News Front*, have voted the following the ten top marketing successes of the decade:

Rambler (American Motors), Automatic Pinspotters (American Machine & Foundry), vending machines (Automatic Canteen Corp.), Dacron (Du Pont), credit cards (Diners' Club), car rentals (Hertz), computers (International Business Machines), Kent cigarets (Lorillard), Metrecal (Mead Johnson & Co.), and Polaroid Land camera (Polaroid Corp.).

"All ten campaigns," said *News Front* in its January issue, "share the most basic principle of creative marketing, foreseeing a consumer need before the consumer himself is aware of it and then producing a product to fit that need."

Other "significant likenesses" common to all the success stories include (1) management's willingness to gamble and (2) aggressive management. #

S&W Foods Sets TV Drive

S&W Fine Foods, San Francisco, will shortly launch a new series of one-minute and 20-second tv spots in the San Francisco, Los Angeles, Seattle and Portland, Ore., areas and in metropolitan New York. A print campaign will run in the *Chicago Tribune* at the same time. Doyle Dane Bernbach Inc. is the agency.

Bramwell Elected Club Head

A. W. Bramwell, of the *Chico Record*, has been elected president of the California Newspaper Publishers' Assn. Other new officers include Ralph Turner, *Temple City Times*, 1st vp; Harry Green, John P. Scripps Newspapers, San Diego, 2nd vp; and Jack Craemer, *San Rafael Independent Journal*, secretary-treasurer.

AFA Issues School Bulletin

The Advertising Federation of America's bureau of education and research has released a five-page bulletin, "School Advertising Clubs Organization Guide," to AFA clubs across the country. It is available from the AFA, 655 Madison Ave., New York, to school faculty advisors.

Alldec Names Haas Agency

Alldec Corp., Chicago, manufacturer of styrofoam decorations, and its affiliate companies, Metal Trees Corp. and Masco Products, have appointed Robert Haas Advertising, Chicago, to handle their advertising.

Babbitt Elevates Sugden

B. T. Babbitt Inc., New York, has appointed John W. Sugden, formerly exec vp-marketing, to the new position of exec vp.

WHAT MAKES GOOD HOUSEKEEPING DIFFERENT FROM ANY OTHER ADVERTISING MEDIUM?

The Washington Post

By Robert P. Jordan

THE WONDERFUL WORLD of magazines has sparkled these past few weeks with the sight-song of Christmas. Warmth and good fellowship are proclaimed on their covers. "Never before a Christmas issue like this!" exults *McCalls*, and indeed it is a fine issue. "The most wonderful holiday issue ever," broadcasts *True Story*, boasting of seven great true stories, among them something about a teen-age elopement called "Love Dried My Tears." Here is *Redbook* with the "Biggest Christmas Issue . . . Ever," a highlight of which is "The Marriage of Frank Sinatra's Daughter." And here is *Good Housekeeping*: "Greatest Christmas Issue — Greatest Christmas Ideas," etc., etc., etc.

They all do it, and why not? But they don't all do what Good Housekeeping also does. Good Housekeeping reiterates this month what it said when it began publication back in May, 1885: "This enterprise is the outcome of grave thought, and has a mission to fulfill compounded of about equal parts of private enterprise and public duty." Same still stands, says Good Housekeeping.

How old-fashioned that simple sentence seems, how bluntly to the point, how free of guile, how frank in a time when most advertising, which this is, assails all the senses, so to seduce.

And the best thing about Good Housekeeping's self-promotion is none of this, excellent though it be. It is that Good Housekeeping has proved its right to say it.

• • •

WE LIVE UP TO OUR NOTICES!

As the column above points out, this magazine gave notice in 1885 that "this enterprise has a mission compounded of private enterprise and public duty."

We have fulfilled this mission. And we have been noticed. By tributes like the above—by the extraordinary faith of 10,000,000 women—by advertisers who seek our climate of confidence.

We believe truth serves everybody best.

That's what makes Good Housekeeping different. And that's what makes it a great advertising medium.

GOOD HOUSEKEEPING

MAGAZINE AND INSTITUTE — A HEARST MAGAZINE

....because nothing persuades and sells like the truth

Guaranteed by Good Housekeeping

'For Those Who Think Young' Is New Pepsi Motif

(Continued from Page 3)

proach.

"Less than three weeks ago America inaugurated the youngest elected President in its history. The average age of his cabinet is also the youngest ever. Why, at Pepsi-Cola Co., the average age of our top management team is under 46."

First exposure of the new Pepsi theme came in the Feb. 11 issue of *The Saturday Evening Post*, which carried a four-color bleed page. Similar insertions are scheduled for *Ebony*, *Life*, *Look* and *Progressive Farmer*.

In announcing the new theme, Mr. Hinerfeld also gave details of Pepsi's 1961 ad program, as follows:

• **1.** The company and its bottlers will spend some $34,000,000 on advertising. This is a $2,000,000 increase over the announced program for 1960, when the parent company was budgeted at $16,000,000. Pepsi has always reported that bottlers match the parent company expenditure.

• **2.** After an absence of three years, Pepsi will re-enter television, as reported previously (AA, Jan. 2). Beginning March 5, Pepsi will have participations on seven evening network shows: "Americans," "Laramie" and "Outlaws" (NBC); "Cheyenne," "Islanders" and "Asphalt Jungle" (ABC); and "Aquanauts" (CBS). Pepsi will also sponsor an hour-long special starring Jane Powell (NBC-TV) in April. And beginning in October it will co-sponsor a weekly half-hour situation comedy, "The Jane Powell Show."

• **3.** More than 1,100 daily newspapers will be used by Pepsi and its more than 500 bottlers.

• **4.** Regional editions of magazines will be used for the first time to promote Teem, Pepsi's lemon-lime drink, which is now in more than 170 markets. The first of 12 four-color insertions is scheduled for the Kansas-Nebraska-Iowa-Missouri edition of *The Saturday Evening Post*.

• **5.** All four radio networks will again be used in spot campaigns, beginning this month. The schedules will run to a peak of 110 spots a week.

■ Along with its new theme, Pepsi also has a new campaign song. The "Be Sociable" refreshment song has been replaced by "Pepsi Song," which has lyrics written to the tune of "Makin' Whoopee," a 1928 song composed for the Eddie Cantor Broadway show, "Whoopee."

These lyrics will be used in a wide variety of radio and tv spots, with complete sets made available to bottlers for local use. Joanie Sommers, 20-year-old recording star, will sing the jingles.

The following are the lyrics of "The Pepsi Song":

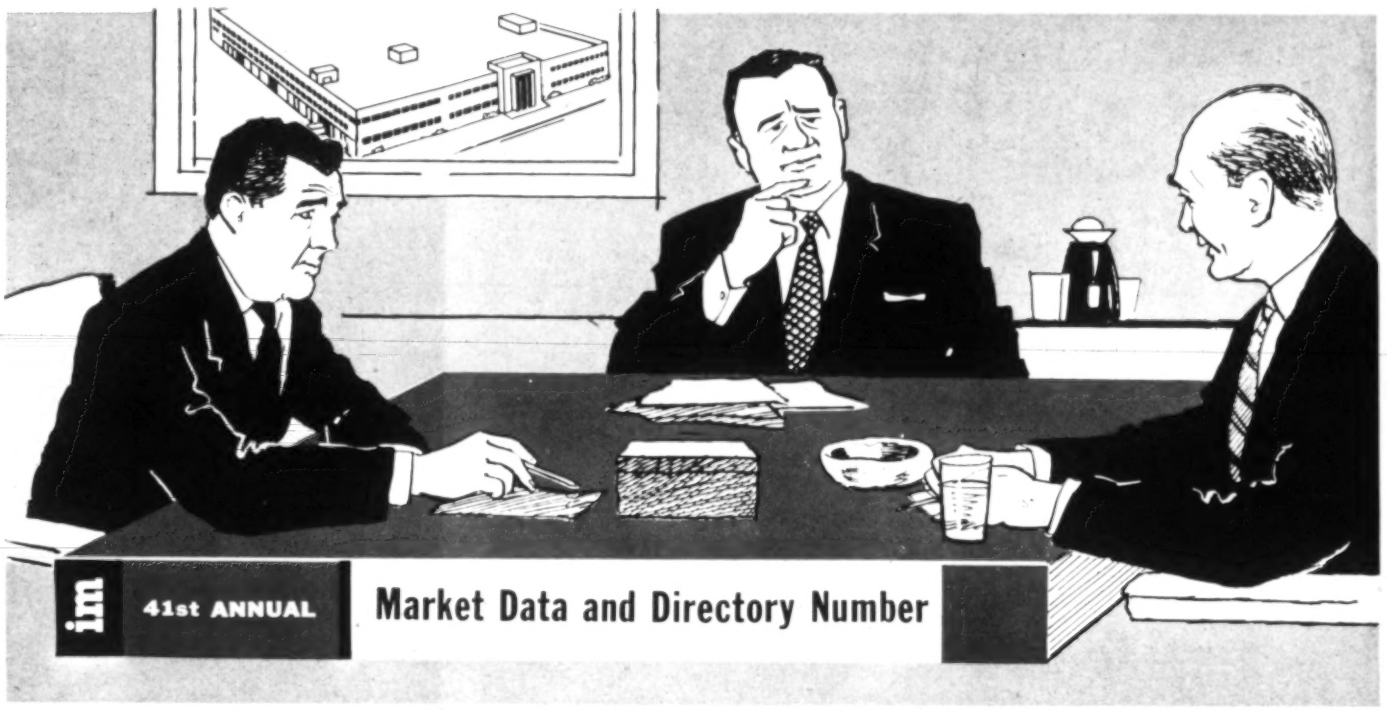
The lively crowd today agrees
Those who think young say "Pepsi, please!"
They pick the right one—the modern light one
Now it's Pepsi! For those who think young!

The active set that's in-the-know
Prefers the cleaner taste, and so
They choose the light one—the bracing bright one—
Now it's Pepsi!

When you say "Pepsi, please," you're
Putting yourself among
People who like their leisure
With Pepsi, the drink that's young.

So, go ahead and pick the drink
That let's you drink young as you think
Yes, get the right one—the modern light one
Now it's Pepsi. For those who think young. ≠

THINK BIG—*The 30x80' shopping basket on this new outdoor ad holds Pepsi bottles which are 25' high.*



OVER 600 PAGES OF CURRENT MARKET AND MEDIA INFORMATION

The editorial pages of the Market Data and Directory Number contain current and comprehensive information which answers the basic questions about each of 71 major industrial and trade markets. Charts and tables highlight the key data. It is this type of complete editorial content that makes the Market Data Number an "invaluable market analyzer" that is used all year long. The average number of times the Market Data Number is referred to by industrial advertising management people in a year is 19.09 while agency management personnel report a 27.5 times per year usage. There is no doubt about it: IM's Market Data and Directory Number is the important link between market selection and media selection.

Users of the Market Data and Directory Number are looking for facts—in advertisements as well as in the editorial market sections. A recent survey indicates manufacturers use the Market Data and Directory Number most often for: 1. editorial market analysis and 2. to identify publications. Agencies say they use the MD & DN for: 1. market information for client presentations and 2. to find and evaluate new markets. By spotlighting and stressing the particular values of your medium or service, your "tell-all" message can help swing decisions in your favor. Advertisements are placed adjacent to related data on the market served.

CLOSING DATE: MAY 10, 1961

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, NEW YORK

Industrial Marketing's

Market Data and

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1926
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Sam Gale, Industry Leader, General Mills Ad Exec, Dies at 65

MINNEAPOLIS, Feb. 7—Samuel C. Gale, the man who made Jack Armstrong the All-American boy and Wheaties one of America's best known breakfast cereals, died today at 65.

Mr. Gale retired as vp and director of advertising of General Mills in May, 1955. He had continued to serve the company as an advertising consultant.

Samuel C. Gale

In December, 1956, as chairman of the governor's committee on higher education, he submitted a monumental report on higher education in Minnesota that has served as a guide to educators and legislators ever since.

A pioneer in advertising techniques, Mr. Gale once defined his professional principles in these words:

"Our advertising shall be truthful, informative and educational. Our advertising shall render the maximum of helpful service. Our advertising shall, insofar as possible, seek to expand markets rather than merely take business from competitors."

■ A native of Minnesota, Mr. Gale had enrolled at University of Minnesota, intending to become a doctor. His change of interest is usually credited to his father, Harlow Gale, a university psychology professor who wrote "Psychology of Advertising."

Mr. Gale was graduated from the university in 1917 with a bachelor's degree in chemistry. In 1918 he went overseas and was injured in a gas attack in France. He joined the Washburn Crosby Co., predecessor of General Mills, in 1921.

He was named director of advertising in 1928 and became a vice-president in 1943. Through the years he assumed responsibility for the Betty Crocker home service, all company advertising, market analysis and public relations.

Mr. Gale chose the name "Jack Armstrong, the All-American boy" for a radio program that continued for 18 years under one sponsor and boosted Wheaties into national prominence.

■ The Advertising Federation of America gave its first national distinguished service award to Mr. Gale and Thomas D. Brophy in 1955. He was a past chairman of the Advertising Council and was active in education and civic work.

ALVIN GRIESEDIECK

NAPLES, FLA., Feb. 8—Alvin Griesedieck Sr., 66, board chairman of Falstaff Brewing Corp., died in his winter home here Jan. 31, apparently of a heart attack.

Born in St. Louis, Mr. Griesedieck was a graduate of Cornell University. In 1919, he joined Falstaff, which was founded two years earlier by his father, the late Joseph (Papa Joe) Griesedieck. He was promoted to vp and general manager in 1933, president in 1938 and board chairman in 1953.

Mr. Griesedieck played a major role in organizing the U. S. Brewers Foundation and was serving as an honorary director at his death. Among his survivors are two sons, Joseph, president of Falstaff, and Alvin Jr., vp and director of marketing of the brewery.

PHIL PELLETIER

NEW YORK, Feb. 8—Phil Pelletier, 55, national sales manager of *American Restaurant*, died of a heart attack at the Long Island home of his son on Jan. 20. Prior to joining Patterson Publishing Co., Chicago, the magazine's publisher, in 1957, Mr. Pelletier was eastern sales representative of *Building Supply News* for about three years. He had been associated with *New York Daily News* for 15 years. He was manager of food and liquor national advertising for many years and had become assistant to the national advertising manager before he left the newspaper.

CHARLES ANDREWS

SCARSDALE, N. Y., Feb. 7—Charles B. Andrews, 68, who retired Jan. 1 from Cresmer & Woodward, New York, newspaper representative, died at his home here of a heart attack Feb. 5. Mr. Andrews had been with Cresmer & Woodward for 37 years. #

Reach your best prospects *before* media selections are made... at the time of MARKET PLANNING

Market selections precede media selections. And when advertising and agency management begin to make their selections they want answers to the following fundamental marketing questions:

1. **What current trends and developments in the industry are noteworthy?**
2. **What are the basic statistics—plants, sales, employment, etc.**
3. **What does the industry buy—products and services—and how much?**
4. **How does the industry buy—and executives who specify?**
5. **What sources are available for further market or product information?**
6. **What publications serve the market—basic facts about them?**
7. **What publications are best qualified for schedule considerations?**

IM's Market Data and Directory Number is the only single source for the answers to these seven basic questions. Here is detailed information on 71 major industrial and trade markets and the media serving them.

Organized to coincide with U.S. Government Standard Industrial Classifications (S.I.C.), the Market Data and Directory Number shows, for each market: Basic Statistics—Current Trends—What and How the Industry Buys—Sources of Additional Data—Trade Association listings—Basic Facts about more than 2600 business papers.

No wonder key men in the advertising/marketing world have come to depend on the Market Data and Directory Number as an indispensable source for market and media selections.

Wherever industrial markets and media are being selected and schedules planned, it's a safe bet you'll find Industrial Marketing's Market Data and Directory Number. It "sits in" on thousands of planning sessions each year. Among industrial advertisers where it has 13 times more circulation than any other business paper reference book, the MD & DN is an exclusive source of basic market and media information. In the agency field, its circulation is concentrated among individuals supervising industrial advertising accounts. Thus your market information is directed to a paid audience of nearly 17,000 people who plan and buy industrial advertising. If you want your sales story to be available to these key executives before media selections are made—your ad belongs in the MD & DN. Make your reservation now—well before the May 10 closing date—and you'll assure your message a strategic place in the 41st Annual Market Data and Directory Number to be published June 23, 1961.

Directory Number

WTRF-TV STORY BOARD

T. R. Effict

AT A MASQUERADE BALL, the young matron won first prize for the cleverest costume. She wore a maternity jacket over her dress and on her back the sign: *I should have danced all night.*

wtrf-tv Wheeling

REPORTER INTERVIEWING 104 YEAR OLD MAN asked him what he thought was the secret of his longevity. "Toadstools", replied the man confidently. "Toadstools? How is that, sir?" asked the reporter. "Never ate them," was the oldsters reply.

Wheeling wtrf-tv

SALES MANAGER NEED SMITH SAYS: "If you're going to borrow sugar from your neighbor, be sure it's in a cup."

wtrf-tv Wheeling

IMPRESS YOU WITH OUR CALL LETTERS? WTReFfecTiVe? It sure is! Regardless of how we get them across, our call letters assure you sales, service and results in the Wheeling-Steubenville Industrial Ohio Valley. Just ask Hollingbery.

Wheeling wtrf-tv

RETURNING FROM HIS NBC FIRST PRIZE HOLLYWOOD TRIP, Jim Knight (WTRF-TV's promotion man) wrote that he stopped off at Las Vegas for the "chef's tour": baked in the sun, stewed at the bar, and burned at the blackjack table.

wtrf-tv Wheeling

WE DO IT FROM WHEELING. We dominate #34 on the agency List of Top 100 U. S. TV Markets. Want a copy of the list? Just ask George P. Hollingbery or write to us.

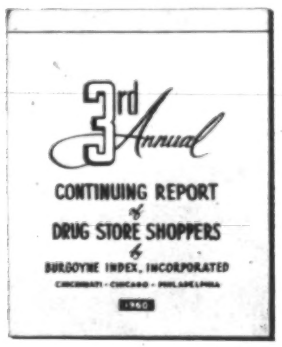
CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

HERE'S THE INSIDE STORY on DRUG STORE SHOPPING HABITS!

If you want to get the inside, up-to-date story on drug store shoppers, Burgoyne's Third Annual Survey of Drug Store Shopping Habits is a MUST!



Did you know, for instance, that loyalty to a "favorite" store is one of the typical characteristics of the average drug store shopper? More than 82% of the shoppers interviewed for the Survey answered "yes" to the question, "Do you have a favorite drug store—one where you buy most of your drug needs?" The Burgoyne Survey further discloses that "convenient location" was the prime motivating factor in selecting a favorite store.

* * *

Why consumers prefer one store over another . . . what they don't like about stores in general . . . doctors' influence on shopper's selection of a store for filling a prescription . . . readership of drug store newspaper advertising . . . attitude toward self-service drug stores — these and many other considerations are covered in this Third Annual Survey of Drug Store Shopping Habits—prepared under the direction of Ben L. Schapker, our merchandising director.

* * *

Be sure you get a copy of this Survey. Mail a crisp one dollar bill to: Merchandising Director, Burgoyne Index, Inc., First National Bank Bldg., Cincinnati 2, Ohio. We'll ship your Survey postpaid—and promptly! ORDER NOW.

Burgoyne Index, Inc.
marketing and sales research
FIRST NATIONAL BANK BLDG. CINCINNATI 2, OHIO
CHICAGO OFFICE Palmolive Bldg. PHILADELPHIA OFFICE 1405 Locust St.

Network Radio's Top Advertisers*

Based on Four Weeks Ending Dec. 4, 1960

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home-B'dcsts Delivered (000)
1	Standard Brands Inc. (Four Nets)	249	129,428
2	Sylvania Electric Products (ABC, CBS, NBC)	175	109,984
3	Vick Chemical Co. (NBC)	168	109,685
4	Pharmaco Inc. (ABC, MBS)	377	108,752
5	Liggett & Myers (MBS, NBC)	315	105,380
6	R. J. Reynolds Tobacco (Four Nets)	267	89,014
7	Metropolitan Life Insurance (NBC)	127	82,786
8	Mogen David Wine Corp. (NBC)	136	79,328
9	Longines-Wittnauer (NBC)	128	77,643
10	Electric Autolite Co. (NBC)	85	59,736
11	Mennen Co. (Four Nets)	144	58,956
12	Bristol-Myers (CBS)	79	58,952
13	Frito Co. (ABC, CBS, NBC)	194	58,447
14	Kellogg Co. (CBS)	78	50,696
15	Ex-Lax Inc. (Four Nets)	125	46,383
16	Lever Bros. Co. (NBC)	124	45,354
17	A. E. Staley Mfg. Co. (ABC, CBS)	39	32,591
18	Automotive American Motors (NBC)	80	32,442
19	General Foods (ABC, CBS, MBS)	61	32,094
20	CBS Electronics-CBS Inc. (CBS)	56	31,308

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Sylvania Electric Products (ABC, CBS, NBC)	144	87,248
2	Standard Brands (Four Nets)	176	79,044
3	Vick Chemical Co. (NBC)	127	77,268
4	Liggett & Myers (MBS, NBC)	247	71,077
5	Pharmaco Inc. (ABC, MBS)	267	69,961
6	Metropolitan Life Insurance (NBC)	106	65,018
7	Longines-Wittnauer (NBC)	95	54,243
8	Mennen Co. (Four Nets)	135	47,749
9	Mogen David Wine Corp. (NBC)	87	46,586
10	R. J. Reynolds Tobacco (Four Nets)	168	45,929
11	Chevrolet (CBS, NBC)	73	42,054
12	Electric Autolite Co. (NBC)	64	41,830
13	Bristol-Myers (CBS)	59	40,083
14	Sterling Drug Inc. (CBS, MBS)	83	36,553
15	I. J. Grass Noodle Co. (NBC)	44	28,585
16	Kellogg Co. (CBS)	54	28,518
17	Lever Bros. Co. (NBC)	83	28,212
18	General Foods (ABC, CBS, MBS)	53	27,984
19	Ex-Lax Inc. (Four Nets)	71	26,271
20	Oldsmobile (CBS)	41	26,184

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

GM Names Withers, Kennard, Walker, Frost

Buick Motor division of General Motors Corp., Detroit, has appointed Roland S. Withers general sales manager, succeeding Edward C. Kennard who has been appointed assistant general sales manager in the eastern half of the U. S. At the same time, O. Franklin Frost, formerly equipment manager of AC Spark Plugs, has been named assistant general sales manager for Buick in the western half of the country, and William L. Walker Jr. has been appointed head of the United Motors division. Mr. Withers was formerly general manager of United Motors and Mr. Walker was formerly his executive assistant.

Stevenson Adds 4 Accounts

Stevenson & Associates, Minneapolis, has added four new accounts. They are Luxco Inc., La-Crosse, Wis., manufacturer of office machine stands, desks and chairs; Columbia Tool & Die Co., Minneapolis, manufacturer of a multiple lead screw tapping machine; R. F. Wells Inc., Howard Lake, Minn., manufacturer of gun reloading equipment; and Richline Inc., Minneapolis, manufacturer of Snapo rivet guns and other automotive products.

Spiegel Sales, Profits Gain

Spiegel, Chicago, mail order house, reports net profits for the year ended Dec. 31, 1960, were $11,746,358, compared to $10,937,333 in 1959. Corporate net sales were $268,834,427 in 1960 compared to $216,669,023 the previous year.

Bubble Up Launches Push

Bubble Up Corp., Peoria, has launched a five-week spot radio saturation campaign in Los Angeles. Theme of the promotion, which will feature 225 spots per week, is "High Sparkle . . . Low Calorie." Spots will be aired on Los Angeles stations, KMPC, KFWB, KRLA, KRKD, KDAY, KGFJ and KGIL, plus KEZY, Santa Ana. The campaign will be supplemented by outdoor posters, bus fronts, truck tailgate signs and point of purchase material. Budget for the push is $75,000.

Giezendanner Named Partner

Martha Gregory Giezendanner has joined Gregory-Giezendanner Co., Houston, as a partner, taking the place of her late husband, Charles Giezendanner, founder of the agency. At the same time, the agency has appointed Maudeen Marks, in charge of public relations, Dave Lemke, in charge of sales, and Lynne Chesnar, in charge of production, vps. Lura Riley Seale has been named treasurer and controller.

Brown Names Miller Agency

W. A. Brown Mfg. Co., Chicago, manufacturer of industrial cameras and allied photomechanical equipment, has appointed M. Glen Miller Advertising, Chicago, to handle its advertising.

TV Time Toys Names Azrael

TV Time Toys, Baltimore, has named Azrael Advertising, Baltimore, its agency. The company plans its largest broadcast and print ad schedule in 1961.

CAMPAIGNER — *Bert Rosenberg, account executive for Dorann Foods at the Zlowe Co., New York, is just kidding about statehood for Coney Island, but he is most serious about his promotion of Dorann's Coney Island style French fries. The statehood theme was launched on WABC and WCBS, New York, Jan. 30. More radio markets are expected to be added later.*

Danfoods Sets New Push

Danfoods Co., Los Angeles and Copenhagen, Denmark, has launched a new push in newspapers, radio and business publications in California and six other states for its ham and bacon products. Seven newspapers, five business publications and six radio stations will be used. Edward J. McElroy Advertising, Los Angeles, is the agency.

Biddle Adds Reflectal Corp.

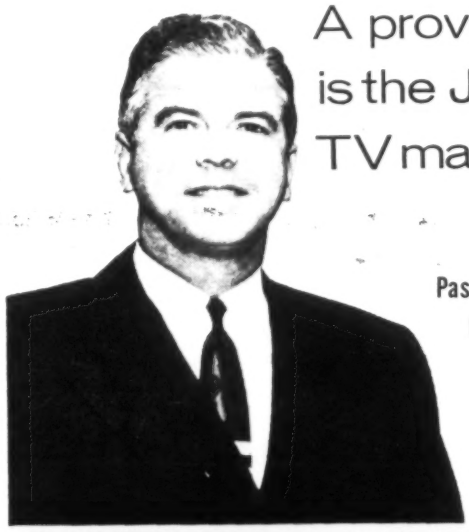
Biddle Co., Chicago, has been named to handle advertising for Reflectal Corp., Chicago, Borg-Warner Corp. subsidiary. The account formerly was serviced by the old Robertson, Buckley & Gotsch agency, which split up into Robertson Advertising and C. M. Gotsch Advertising (AA, Jan. 30).

Stirdivant Elected Club Head

Bryant Stirdivant, public relations manager of Foster & Kleiser, has been elected president of the Arizona Sign Assn.

National Catholic Family Magazine
Produces Magnificently
APRIL ISSUE CLOSES FEB. 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone HArrison 7-7176
St. Anthony MESSENGER

"America's new economic strength lies in the South.
A proven leader is the Jackson TV market area."



Past President, American Muncipal Association
ALLEN C. THOMPSON
Mayor, Jackson

WJTV Katz 12 WLBT Hollingbery 3
Serving the Jackson, Miss., Television Market

Toss Rule by Ratings, Diversify Prime Time Shows, Collins Tells NAB

New President Urges More Activity, Says Codes Are Only Start

PALM SPRINGS, CAL., Feb. 10—In his first meeting with the National Assn. of Broadcasters' directors since taking office, LeRoy Collins, new president of the organization, warned the industry must improve its product if it expects to improve its standing with Congress and the public.

The former Florida governor, who became NAB president Jan. 1, said the industry must move in the direction of expanded government relations, public relations and improved programming.

"If we don't make some substantial progress in improving our product, we will be whipped before we start," he said. While NAB's codes are a start, he declared, "we must move effectively in improving the kind and quality of programming, the diversity of programming in prime time, the extent as well as the nature of advertising, and the machinery for assuring effective self discipline."

■ Mr. Collins said he was shocked at the far reaching influence which rating services exercise in the industry. "In effect," he said, "their reporting in a large measure is determining not only what the American broadcasting diet will be, but also at what times the meals will be served."

Noting that NAB is not exercising any supervision over the rating services, he said, "Broadcasters are allowing an outsider to become master of their own house, and we are not even checking their health card."

Promising to provide the directors with a more complete reorganization plan next June, he said one major goal will be to make the NAB the voice of the industry. He said it is unfortunate that the industry speaks with so many voices and that the networks have established themselves as its spokesmen in Washington. He said he was not criticizing the networks for what they have done, adding that recognition is something the NAB will have to earn.

Clair McCollough, of Steinman Stations, was elected chairman of NAB at the meeting, a position unfilled since the death last spring of Harold Fellows, who was both president and chairman. Mr. McCollough; Thomas C. Bostic, chairman of the radio board; and W. D. (Dub) Rogers, chairman of the tv board, were appointed as an advisory committee to work with Mr. Collins. #

Benton Takes Aim, Blasts Advertising, McCann, Broadcasting, Big Business

(Continued from Page 1)

after them." In answer to a question about opportunities for young men, he added, "Any young man who can make the grade in his own company ought to get out and get going; if not, get a company where your efforts put you pretty much on your own, make you pretty much your own boss. If you are any good, don't work for a big corporation."

• **On the advertising business:** "The trouble is there hasn't been any change in 25 years; just a few new words but the tune is identical." He went on to assert that "you can't sell Britannicas by advertising," that advertising merely provides "background," that if "we counted on advertising to sell Britannicas we wouldn't have 5% of our volume." Also, he said, Britannica now has a volume of about $96,000,000 a year, and should do $106,000,000 in 1961. (He remarked parenthetically that this is small business by today's standards, but that when he and Chester Bowles were handling General Foods in 1929, and GF had most of the companies and brands it now has, its volume was about $100,000,000. "I could drop all advertising, and save $3,000,000 to $4,000,000 a year. I could do it for ten years, and save $30,000,000-$40,000,000, and we wouldn't be off 2%—but over 100 years we'd be ruined.")

• **On McCann and its president, Mr. Harper:** "I must say I think McCann's ads (for Britannica) are pretty lousy. I told a couple of young McCann men here to tell Harper to quit and get out of that company. He's old enough and successful enough and still young enough to get out and do what he wants to do."

• **On broadcasting:** "I don't feel radio and television are well regulated. They are an excrescence and disgrace to the American people. To my everlasting shame I played a part in bringing radio and tv to their present low estate." He has high hopes for new FCC Chairman Newton Minow and hopes he will bring "a new day of service to the American people."

His indictment of broadcasting had to do with its "failure to serve and educate the public. I object to its exclusive preoccupation with entertainment and advertising. I'm for Bob Hope and General Foods. But it's like taking all our printing presses and devoting them to nothing but novels." He mentioned the plight of the educational stations, "gutted and prostituted by the industry and their lawyers," while FCC, which "has had the scum and riffraff of political appointments over 30 years," prohibited them from taking sponsors, selling their services, and having private ownership. "There is no scandal before the American people as great as the scandal of radio and television," he said.

• **On undergraduate business schools:** "A fraud," he said, and added a quiet plug for his article in the upcoming *Saturday Evening Post* on the subject. Earlier he noted that his son is selling for Britannica Films in Illinois, and "I didn't send *him* to the Harvard Business School." Later he spoke well of the short courses offered by the Harvard Business School.

• **On America's future abroad:** "Our greatest export to the rest of the world will be our sales and promotional techniques—not our Marshall Plan, or our handouts, military or otherwise." He noted that in the '20s, National Cash Register (for which he was a sales trainee, and for whose techniques he still has great respect) had 40% of its sales outside the U. S.

Sen. Benton was flanked by Atherton W. Hobler and William R. Baker, of Benton & Bowles, who looked somewhat bemused by some of his comments. The staid Biddle Room of the Harvard Club was jammed for the meeting, and the young men who roared and applauded the speech clustered about him later to ask for more. #

Last Minute News Flashes

Adams & Keyes Adds Stauffer Chemical Unit

NEW YORK, Feb. 10—Stauffer Chemical Co. has consolidated the advertising of all its divisions save one with Adams & Keyes, New York, previously the agency only for agricultural chemicals. The move will give the agency an estimated $800,000 in Stauffer billings. John Mather Lupton Inc. had been handling Stauffer's industrial chemicals. The western agricultural division continues with Grant Theummel Agency, Portland, Ore.

'Herald Trib' Stations Refuse Tassette Ads

NEW YORK, Feb. 10—Three *Herald Tribune* radio stations which were set to carry spots for Tassette, feminine hygiene item, rejected them this week. WNTA, Newark, however, will carry them as planned (AA, Jan. 30). The three stations—WFYI, Garden City; WVIP, Mt. Kisco; and WVOX, New Rochelle—excused themselves from the drive after Martin Stone, president, found the commercials "unacceptable."

De Soto Chemical Coatings Names Buchen

CHICAGO, Feb. 10—De Soto Chemical Coatings Inc. (formerly United Wallpaper Inc.) has named Buchen Advertising to handle its entire advertising account, which is expected to bill $250,000 this year. De Soto, which says it is the nation's largest wallpaper manufacturer, formerly was handled by Irving J. Rosenbloom & Associates (wallpaper) and Burton Browne Advertising (paint).

Dow Assigns New Crab Grass Killer to MacManus

MIDLAND, MICH., Feb. 10—Dow Chemical Co. next month will start its fourth excursion into the brand name consumer field, this time with Dow crab grass killer. The ad campaign, carrying a "substantial six-figure budget," will concentrate on a 16-state area in the Northeast. Regional issues of *The Saturday Evening Post* will be used, plus radio spots and newspapers. Like two of Dow's previous consumer entries (Dowgard anti-freeze and Saran Wrap), the crab grass killer will be handled by MacManus, John & Adams. The other item, Handi-Wrap, is handled by Norman, Craig & Kummel.

Plough Boosts 1961 Ad Budget to $11,000,000

MEMPHIS, Feb. 10—Plough Inc., drug manufacturer, has set an $11,000,000 ad budget for 1961, largest in its history and a 10% jump over 1960. Coppertone suntan products, St. Joseph aspirin for children, Paas Easter egg dyes, the St. Joseph Family Almanac calendar, Mexsana medicated powder, and the new Quick Tanning (Q.T.) lotion will get the lion's share of the budget. All media will be used. Lake-Spiro-Shurman has been the Plough agency for 20 years.

Puffer Joins Roche, Rickerd; Other Late News

• **Charles O. Puffer,** formerly an account executive with Reincke, Meyer & Finn, Chicago, and onetime president of his own agency, has joined Roche, Rickerd & Cleary, Chicago, as vp.

• **Quaker Oats Co.,** Chicago, is deciding on a replacement for Conroy Advertising, San Antonio, to handle Quaker's Masa Harina instant tortilla mix. The Quaker-Conroy relationship has been terminated after seven years.

• **American Dairy Assn.,** Chicago, will offer a butter warmer set for $1 and any butter carton end-flap or proof of purchase, with color ads in *Family Circle, Suburbia Today* and *Woman's Day;* 1,200-line black and yellow ads in newspapers in 20 key markets; and a demonstration on "Today" (NBC-TV) March 31. Campbell-Mithun is the agency.

• **Northrup, King & Co.,** Minneapolis, seed and feed marketer, has shifted its farm products advertising from the Minneapolis office of Batten, Barton, Durstine & Osborn to Gardner Advertising Co., St. Louis. BBDO, which has had the account for 12 years, retains the consumer products portion.

• **Planters Nut & Chocolate Co.,** Wilkes-Barre, Pa., has scheduled color pages in *This Week Magazine* March 5 and *Parade* March 12 to round out a tie-in with National Peanut Week, which runs through these dates. Other color ads are scheduled for the First 3 Markets Group. Don Kemper Co., New York, is the agency.

• **Keith L. Thomas** has been named to the new position of director of planning and new products of the grocery products division of General Mills, Minneapolis. He was formerly a department head in the consumer products commercial research department of General Mills' central research laboratories.

• **Canadian Imperial Bank of Commerce,** Toronto, to be formed by the merger of Canadian Bank of Commerce and the Imperial Bank of Canada, is not expected to name an agency "for some time" to handle its anticipated $1,000,000 account. MacLaren Advertising has the Bank of Commerce; McKim Advertising is agency for the Imperial Bank.

• **Reed Rolled Thread Die Co.,** Holden, Mass., recently acquired subsidiary of Union Twist Drill Co., Athol, Mass., has named Chirurg & Cairns, Boston, to handle its advertising.

• **Alfred Ducato,** vp and general manager of Grant Advertising, San Francisco, will retire March 1 after 16 years in the advertising field. He will be succeeded by Francis Martin, Grant account executive.

• **Revlon Inc. and Hazel Bishop Inc.** are bringing out new liquid makeup products packaged in tubes, apparently similar to Max Factor's Sheer Genius, which was introduced nationally last October. Revlon's product reportedly is called Contempera; Hazel Bishop's is said to be Creme 'n Powder.

• **Meredith Publishing Co.,** Des Moines, has shifted John Helgeson, Minneapolis office manager, and Edward M. Fox, formerly western sales manager of *Better Homes & Gardens Annuals,* to its Chicago office, where Mr. Helgeson becomes assistant sales manager in addition to his duties in Minneapolis. Mr. Fox becomes *Better Homes & Gardens'* sales manager in Chicago.

• **Ortho Pharmaceutical Corp.,** a division of Johnson & Johnson, reportedly is developing a birth control pill, similar to G. D. Searle & Co.'s Enovid. Ortho says the product has not yet been introduced in test markets.

Conmar Promotes Koblentz

Charles Koblentz, director of merchandising of Conmar Products Corp., Newark, has been appointed vp for planning and merchandising, a new post.

Stewart Gibes at Ogilvy's Ogling Canada Accounts

(Continued from Page 2)

be up here in Toronto once a week; K&E Ltd. is an autonomous Canadian operation. We no more direct their every comma from south of the border than they direct our every semi-colon, and that's the way it's going to be."

■ Six weeks ago Mr. Ogilvy said an agency's most important function was preparing good ads, and in the same interview he said he liked to ride a bicycle. Today, Mr. Stewart said K&E likes its copywriters "to write wonderful ads and commercials, not ride bicycles.

"Contrary to my famous contemporary, who seemingly worships solely at the altar of ad making," continued Mr. Stewart, "we regard you and your representatives in much the same light in which we regard our clients. We are living on a two-way street. You are important to us and we to you. It is a partnership engendering mutual respect. We intend to keep it that way."

In the remainder of his talk, Mr. Stewart stressed the Canadianism of K&E's operation here. He said, "Every dollar earned in Canada by K&E has stayed in Canada," and "only 3% of the staff of K&E in Toronto and Montreal are American citizens."

■ Mr. Stewart said that Kenyon & Eckhardt had not been approached by Shell to undertake a system of payment similar to that in effect between Shell and Ogilvy, Benson & Mather.

He emphasized that Kenyon & Eckhardt had not asked Shell to embark on a fee system with his agency, indicating that K&E is satisfied with the traditional 15% commission system.

He listed three K&E policies: (1) K&E Ltd. "cares wholly and solely about our Canadian clients' sales and profits"; (2) the agency is "interested in liberating some of those strong Canadian dollars from Canadian consumers for our Canadian clients"; and (3) K&E in Canada is autonomous.

Asked to comment on how this development was shaping up, Mr. Stewart said: "It is much too early to give an opinion. David Ogilvy will either come out of it smelling like a rose or be deep in the hole."

Plymouth-Valiant Chrysler Sales Units Are Merged

DETROIT, Feb. 9—A streamlining of the sales organizations of two divisions, Chrysler and Plymouth-Valiant, has been announced by Chrysler Corp. The move, in effect, merges the two, reducing the staff by approximately 200 over the country as a whole. While the official Chrysler announcement did not so phrase it, the move is believed to be the latest in a series aimed at cutting administrative and management costs.

■ E. M. Braden, formerly general sales manager of the Chrysler-Imperial division, was named general sales manager of the new Chrysler-Plymouth sales organization.

Robert B. McCurry Jr., formerly general sales manager of the Plymouth-Valiant division, is now director of field operations. Functions of the divisional general managers remain unchanged. #

Interpublic Buy Presages Second Worldwide Shop to Vie with McCann

(Continued from Page 1)

Germany—H. K. McCann—is already the No. 1 agency in that country.

Interpublic has also turned over to Pritchard, Wood the No. 2 McCann agency in Brazil—Multi-Propaganda. The McCann-Erickson office in Brazil is already the No. 1 agency in that country. Multi-Propaganda, established several years ago as a Brazilian counterpart of McCann-Marschalk, has billings in excess of $1,000,000 and is already one of the 10 largest agencies in that country.

The No. 2 McCann agency in Mexico—Publicidad Nortena, of Monterrey—has also been turned over to Pritchard, Wood.

Pritchard, Wood also expects to begin operations in France this year, and Interpublic said it is negotiating in New York for the acquisition of a U.S. agency that will bear the Pritchard, Wood banner.

■ It was emphasized and re-emphasized here today that the McCann-Erickson Corp. (International) organization, which has 46 offices in 16 countries, and the Pritchard, Wood international organization "will operate independently and will be competitive in all markets."

In an interview with ADVERTISING AGE, Sinclair Wood, chairman of Pritchard, Wood, said: "We have been wanting to go international for more than three years. We decided the best way was in association with someone who had financing and know-how. We have been approached over that time by representatives of seven American agencies, but this was the one arrangement which our board said we would like to find. Present negotiations began exactly a year ago.

"The arrangement means Interpublic will control eventually two international agency chains—McCann, which is American-run and American-based—and PWP, which will be British-run and British-based.

■ "A British-run, British-based agency is bound to have appeal for clients in some markets where an American agency might not have. The reverse also applies.

"This is the way the world is going. We've seen it happen in other business spheres, and advertising must go the same way. This way we get the know-how which Interpublic has acquired on how to do business in foreign countries.

"We do not envisage any immediate change in the PWP board as a result of this association. It simply means the agency will be controlled by Interpublic but run, as before, by Britons."

Mr. Wood added that PWP eventually will open in all major advertising countries, plus others where clients request it.

Interpublic gained control by purchase of all the common stock of PWP. No information was released on the purchase price, but the sale represents a tidy gain for the 30 stockholders in the British agency, since there is no capital gains tax in Britain.

■ Founded in 1922 by Fleetwood C. Pritchard, the British agency has 340 employes and billed $12,500,000 in 1960. It is about the same size as McCann-Erickson Advertising, London.

Sinclair Wood is currently president of the Institute of Practitioners in Advertising, British equivalent of the American Assn. of Advertising Agencies. Before entering the agency business he

Sinclair Wood Garth Willock

was with the international organizations of Unilever and Glaxo Laboratories. PWP's managing director, Garth Willock, joined the agency in 1938 as an assistant account executive.

It is understood that Pritchard, Wood consulted with its clients before accepting the Interpublic offer. Mr. Willock said today, "We will continue to take every step necessary to ensure our continuing high level of service for all of our British clients."

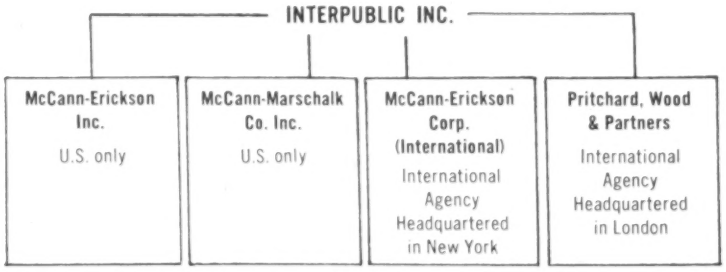
■ A cursory glance at the PWP client roster shows immediately that a physical merger with McCann-Erickson would probably be ruled out because of the many account conflicts posed. Among the PWP clients are:

Rover Cars; Lyon's instant coffee; Westclox; Summer Country margarine (a Unilever brand now being tested in the U.S. through J. Walter Thompson Co.); Cadbury (largest candy manufacturer in the world); Stanley tools; Sunbeam; Sandeman wines; part of Boots Pure Drug Co. (Britain's largest drug house); Glaxo Laboratories (Britain's largest ethical drug manufacturer); Pilkington (leading glass manufacturer); Prudential Assurance; part of Gillette; Simoniz; British Oxygen; part of Imperial Chemical Industries (Britain's largest chemical company) and Ford's tractor division.

PWP has been placing advertising overseas through associate relationships with local agencies. It is currently serving 18 clients in the international field, one of them Ford's tractor division.

The acquisition of PWP means that plans for an international operation by McCann-Marschalk have been shelved. In McCann's first major reorganization, in early 1960, it was stated that McCann-Marschalk would open and operate its own offices abroad. #

Tetraploidy Takes Over at Interpublic



THE NEW MARION HARPER LOOK—*Above table of organization shows how Marion Harper Jr., president and chairman of Interpublic Inc., has revamped operations to create a new force in the world of advertising—a holding company (Interpublic) for a number of different advertising agencies. Each of the four subsidiaries reports directly to Interpublic, and there is no lateral connection between the four.*

COMMUNICATORS—*American Telephone & Telegraph Co. will introduce its Home Interphone system with this color spread in March issues of seven magazines.*

Bell System Sets Interphone Drive

NEW YORK, Feb. 10—American Telephone & Telegraph Co. and its cooperating regional systems will break advertising about mid-February for a new Home Interphone system.

The system makes it possible to use telephones for communications inside the house as well as for outside calls.

National advertising will break with a color spread in March issues of *Diplomat, Holiday, House Beautiful, House & Garden, The New Yorker, Sports Illustrated* and *Town & Country.*

This will be followed by color spreads promoting the full line of residential products, including Interphones, in April editions of *American Home, Better Homes & Gardens, Life, Look* and *The Saturday Evening Post*, plus page ads in *Ladies' Home Journal, Living for Young Homemakers* and *McCall's* during April. Additional testimonial ads for Interphone will run in magazines in May and October.

The Home Interphone will be promoted on the "Bell Telephone Hour" (NBC-TV) Feb. 17, April 14 and April 28.

■ The system, which costs about $6 per month plus installation charges, has been market tested since last June in parts of four Bell units—Mountain States Telephone Co., Southern Bell Telephone Co., Illinois Bell Telephone Co. and Bell of Pennsylvania.

These four were the same companies which tested the Princess phone in 1959 before its national introduction last year.

Illinois Bell did its test advertising in local newspapers, and announced it throughout its market area via its February "Telebriefs," external house organ mailed with phone bills. The Home Interphone was advertised on a Chicago special, "I See Chicago" (WBBM-TV), Feb. 7, and will be promoted again during Illinois Bell's sponsorship of the state high school basketball championship telecast.

AT&T will also break advertising in farm publications in March for its Farm Interphone system, used to provide communication between the various buildings on a farm. B&w spreads will run in *Agricultural Leader's Digest, American Livestock Journal, Better Farming Methods, County Agent & Vo-Ag Teacher, Farm & Ranch, Farm Journal, Farm Quarterly, Hoard's Dairyman, Poultry Tribune, Progressive Farmer* and *Successful Farming.*

N. W. Ayer & Son is the agency.

Chrysler Corp. Hit by Two New Legal Actions

(Continued from Page 3)

and W. & M. Sales Co. All four of these companies were named previously by Chrysler when the resignation of Mr. Minor was obtained last year (AA, Oct. 10).

The Markewich bill of complaint, which follows a suit he originally filed here last July, does not spell out any particulars regarding the charges made against Mr. Minor and Grant. It says that "the precise aggregate amount" received by Mr. Minor from these companies "is presently unknown to the plaintiff, and an accounting is required therefore."

However, the action does state that the "inside directors" of Chrysler "knew at all times from Dec. 18, 1953," about the receipt of these payments by Mr. Minor.

Named as defendants in the Markewich suit are 12 Chrysler directors and the company itself.

■ In his most recent suit, which names only Mr. Colbert as a defendant, Mr. Newberg charged that Mr. Colbert and two Chrysler directors and a Chrysler attorney conspired to injure and damage him in the following ways:

"To fabricate, publish and disseminate a malicious falsehood concerning Newberg.

"To force Newberg's discharge from the presidency of Chrysler or to induce his resignation upon a threat of discharge.

"To hold Newberg up to public ridicule, disgrace, contempt, hatred and contumely, and to impute to Newberg dishonesty and want of integrity."

■ In commenting on Mr. Newberg's suit, Mr. Colbert termed the charges "baseless and fantastic and doing a great injustice to our company, which gave him an opportunity for a distinguished business career. The charges constitute an unwarranted attack on the integrity of his former associates at Chrysler." #

Skelly Boosts Gage

Skelly Oil Co., Tulsa, has appointed R. L. Gage advertising and sales promotion manager. He formerly was assistant advertising and sales promotion manager.

WTVP Promotes Lindsey

Don V. Lindsey, previously regional sales manager of WTVP, Decatur, Ill., has been appointed to the newly created post of commercial manager of the tv station.

Day Views Augur Good Will Era for Mail Users

WASHINGTON, Feb. 9—Postmaster General J. Edward Day today made it clear that the direct mail industry can expect nothing but good will from his administration.

At a press conference he was asked whether he intends to do something about "junk mail" in order to reduce the department's expenses.

He replied coolly, "With 5,500,000 people already unemployed, we are not going to undertake any program to put people out of work."

The Postmaster General explained that many businesses, particularly small ones, use third class mail as a promotion medium, and that these businesses provide jobs.

"It is like tv commercials," he said. "You may wish they were not there, but that is the way business is conducted. There won't be any program to stop third class mail."

■ Under Postmaster General Summerfield, the Post Office Department frequently complained to Congress about the volume of third class mail it was carrying. Mr. Summerfield took the position that the volume of third class should be reduced by raising the rates so that mailers would have to be more selective.

At the opening of his press conference, Mr. Day reported that several more weeks will be needed to prepare rate increase proposals which the administration intends to send to Congress.

He noted that the Eisenhower administration had asked Congress to increase rates by $843,000,000 by April 1. "We are studying their proposals and seeing which of them we want to keep," Mr. Day said.

Under questioning he refused to elaborate on the scope of the rate plan he will send to the President. There have been reports that his staff has agreed that the "public service" cost of the Post Office should be pegged at $269,000,000, compared with the $63,000,000 figure used in the last Eisenhower budget.

■ If Mr. Day decides to "stand" on a $269,000,000 public service estimate, the cash deficit remaining for absorption by mail users would be approximately $650,000,000.

In his brief discussion of the deficit problem, the Postma ter General stressed that his associates are going to do their best to reduce costs. He did not supply any figures, but he reported savings were already being made by eliminating outside consultants, cutting down on the number of motion pictures made by the department, and reducing public relations costs.

His conference dealt extensively with management policies. He said he was determined to see that postmasters have the opportunity to run their offices "without a lot of people from headquarters and regional offices running around second-guessing them." #

La Rosa Introduces Fidellini in New York Spanish Market

V. La Rosa & Sons, Brooklyn pasta manufacturer, has launched a radio campaign to the Spanish-language market of New York to introduce its new Fidellini La Rosa, a macaroni product tailored for the Spanish market. Radio spots are being used on WHOM and WWRL, featuring a contest in which the top prizes are Easter vacations for two in Puerto Rico. The campaign, which will run through March, is being handled by Vega Advertising, New York.

Museum pieces, says K&E

Words come from their mouths. Their arms and legs move. But right there, the resemblance to any human being ends.

These are the creatures of Adland.

They pursue their odd folkways in print ads, TV and radio commercials. Females stand transfixed at the sight of a mop. Males grin mechanically at the touch of a cold glass. For it is the first rule in Adland that men, women, and children be carried away by uncontrollable ecstasy when they are in the presence of The Product.

A page in the Kenyon & Eckhardt Book of Standards sums up the Adlanders: "Their problems, concerns and enthusiasms seem wholly synthetic. Even their language is an argot all its own."

At K&E we see no place for the creatures of Adland in today's advertising. If the people chosen to carry a message are so unbelievable, how can a consumer put stock in the message itself?

One of a series based on the Kenyon & Eckhardt Book of Creative Standards

U.S. Advertising Agencies: 1958

Number, Receipts, Payrolls

Source: Bureau of the Census

Receipts size	Establishments	Receipts[1] (000 omitted)	Payroll, entire year (000 omitted)	Paid employes, workweek ended nearest Nov. 15 (number)
Total, all establishments	4,240	$4,346,909	$462,345	61,327
Establishments operated entire year, total	3,945	4,295,158	456,379	60,028
With annual receipts of				
$5,000,000 and over	133	2,639,289	249,733	28,125
$2,000,000-$4,999,000	172	520,691	65,925	9,232
$1,000,000-$1,999,000	250	348,990	43,118	5,523
$ 500,000-$ 999,000	430	307,650	38,859	5,293
$ 100,000-$ 499,000	1,716	417,185	51,332	9,298
Less than $ 100,000	1,244	61,353	7,412	2,557
Establishments not operated entire year, total	295	51,751	5,966	1,266

[1]Includes cost of media and purchased materials and services.

$4.35 Billion Billed in '58 by 4,240 Agency Offices, Census Bureau Finds

(Continued from Page 3)

companies are counted.

The number of agency establishments is actually the number of advertising agencies, plus the number of branch offices. Agency branch offices are reported as establishments in the community where they are located, and billings of the branch offices are counted in the total for the community where the office is located.

■ In addition to the 133 "over $5,000,000" agency establishments, the census counted 172 with $2,000,000 to $4,999,000; 250 with $1,000,000 to $1,999,000; 430 with $500,000 to $999,000; 1,716 in the $100,000 to $499,000 receipts bracket and 1,244 with less than $100,000 of receipts.

The 757 New York area agencies that provided breakdowns had total receipts of $1.908 billion including $1.56 billion in commissionable billings; $313,270,000 in billings for materials and services; $27,875,000 of service fees; and $5,588,000 of other receipts. Their commissions totaled $235,437,000, and their receipts from materials and services were $48,893,000.

In 1954, a group of 661 New York area agencies had total receipts of $1.45 billion, including $1.23 billion of commissionable media billing; $208,650,000 for billings of materials and services; $14,012,000 of service fees; and $2,860,000 of "other receipts." Commissions paid by media to the New York agencies were $174,099,000, and receipts from sale of materials and services were $33,810,000.

■ Receipts of 296 Chicago agencies providing breakdowns of their income were $620,562,000 compared with $487,009,000 for 279 agencies in 1954. The Chicago agencies had $520,379,000 of commissionable billings; $85,834,000 of billings for materials and services. They collected $76,295,000 in media commissions and received $16,233,000 from sale of materials and services.

The table provides figures for the top 25 metropolitan areas. New York, Chicago, Detroit and Los Angeles remain in one-two-three-four position. Philadelphia moved into fifth place, shoving San Francisco down to sixth.

Also in preparation at the Census Bureau is an additional table breaking down the major metropolitan areas to breakdowns by size of agency within each major metropolitan area. =

TV Violence? Now It's in Rivalry Among Nets

(Continued from Page 1)

the reliability of these gross billings reports, but TvB has pointed out that the figures are being compiled in exactly the same way they have been throughout the years.

• As a part of the struggle for daytime dominance, CBS has ordered its program department "to fight fire with fire." Translated, this means there will be a return to the general show category—games and giveaways—that the CBS top management cold-shouldered at the height of the quiz scandals.

NBC has been getting good ratings with a morning full of quizzes, audience participation telecasts and giveaways. They include such titles as "Dough Re Mi," "The Price Is Right," and "Concentration." CBS is auditioning game shows to pit against NBC's games; to spark interest CBS will travel its games from city to city.

The new 10-a.m.-to-noon (EST) lineup at CBS is expected to comprise a film show—probably not the many times repeated "December Bride"—followed by three game shows, one of which will be "Video Village," a program offering participants very little in a contest requiring no skill.

Quizzes also may be in for a major nighttime resurgence. P. Lorillard Co., a company which dropped the "$64,000 Challenge" when that program fell under the shadow of the rigging scandal a couple of years ago, is set to cosponsor a nighttime version of the popular "Concentration," starting April 17 at 9:30 p.m. (EST) on NBC.

• Fall programming plans are centering on carbons of shows that previously made good records. New formats under consideration are mainly westerns. "Gunsmoke" will be given 90 minutes weekly on the fall schedule—a half hour as a re-run, plus an elongated fresh version on Saturday nights.

■ This week CBS informed advertisers that it doesn't intend to have its ratings records slowed during the 1961-'62 season by numerous interruptions for special programs. A letter from William H. Hylan, sales administrative vp, told advertisers that the network "will revert to its former policy of contracting in Class A time for 52 broadcasts in 52 weeks, with the right to exercise two contractual omissions on 60 days notice, but with the understanding that, in order to maintain the highest possible audience levels for our regular advertisers, special programming of a pre-emptive nature will be on a very limited basis.

"What we do plan would be of a highly selective character, intended to enhance, rather than to diminish, the value of the time periods where regular programming may be displaced," he wrote.

■ There have been major shakeups in the news public affairs departments of two of the networks. In hope of garnering some of the laurels that have been going to NBC, ABC hired James C. Hagerty, former White House press secretary, to head a revitalized news operation. CBS moved in a top parent company vp, Richard Salant, as boss of news and public affairs.

■ Efforts to make network tv more attractive to advertisers for whom flexibility is a prime consideration have been stepped up. Industry sources say minute insert shows now take up half of ABC's nighttime schedule, 30% of NBC's and 20% of CBS'. There will probably be even more hour "spot carriers," as the agency men call them, on next fall's schedules.

Affiliates obviously are not happy about this trend toward participating selling. Station demand for more station break time for local and national spot sale has been growing. Periodically the networks do give the stations more time to sell, sometimes on a co-op basis and sometimes not.

The biggest station breakthrough in this area will come in September, when nighttime station breaks on ABC will be lengthened from 30 to 40 seconds. The network will continue to use 10 seconds for a promotional or stay-tuned announcement. Advertisers have been advised that programs on ABC will be 10 seconds shorter as of the new season, at no reduction in price.

All these developments have served to increase the pressure levels in what has always been a high-pressure industry. =

Canadian Ad Advisory Board Elects Rechnitzer President

Einar V. Rechnitzer has been elected president of the Canadian Advertising Advisory Board. The board was established jointly by the Assn. of Canadian Advertisers and the Canadian Assn. of Advertising Agencies to act as an advertising counsel in the national interest.

Einar Rechnitzer

Mr. Rechnitzer is president of MacLaren Advertising Co. and a past president of the Canadian Assn. of Advertising Agencies.

Frederick Baker Becomes Baker & Stimpson Advertising

Frederick E. Baker & Associates, Seattle, has changed its name to Baker & Stimpson Advertising. Irving Stimpson, agency manager, has been a partner 13 years. The agency was formed in 1941. Mr. Baker announced that since 1948, the agency's billings have multiplied 10 times to about $3,000,000 annually. The staff now totals 30 persons.

DELICIOSO—*Patio Foods, San Antonio, will expand into 34 markets this year with its frozen Mexican-style dinners. This poster is currently displayed in Denver, St. Louis and Jacksonville, Fla. Fuller & Smith & Ross is the agency.*

Nets Wrangle Over CBS 'Rate Cutting'

(Continued from Page 1)

in the mornings.

"Let's not live in a fool's paradise," he told the affiliates, many of which have complained that the rotation setup is a further encroachment on spot business. "Our billings are still the highest, but we are being challenged."

Four years ago CBS-TV was about 90% sold out in the 10 a.m. to 12 noon, EST, strip; now these hours are only 25% sold.

"The advertiser rotation plan has as its sole objective putting us back in the running for the network business now scattered in commercial minutes throughout the daytime schedules of NBC and ABC. Now for the first time we will be able to offer competitive advertising values to the advertiser who has been unwilling to concentrate his commercial three minutes within a single quarter hour," Mr. Aubrey said.

■ CBS dates the big daytime challenge 'way back, to when NBC went into the business of selling minutes on "Today" and "Home," with the minute insert pattern becoming so successful that it was extended—without fanfare and without NBC's admitting it—to other daytime shows.

CBS sales sources insist that 40% of NBC's daytime schedule provides minute participation flexibility, while minutes can be rotated throughout the whole of ABC's daytime schedule. Under the new CBS plan, 25% of the daytime schedule will accommodate minute participations.

NBC daytime flexibility results chiefly from what that network calls the double-cross plug. This enables an advertiser to buy a single quarter hour, but to spread his commercials over three different shows on three different days if he wishes. The cost of each NBC commercial is approximately $3,000, with one free minute for every three bought.

■ ABC offers complete flexibility, with a checkerboard rotation plan. In some instances minutes reportedly have been split into 40-second spots and 20-second spots. The cost for each commercial minute on ABC is less than $2,300.

CBS minutes, to be checkerboarded between 10 a.m. and noon, will cost $3,200 in winter and $2,800 in summer. Previously, counting discounts, an advertiser paid at least $4,500 per commercial minute during these periods. CBS stations will get about nine minutes to sell locally during the two hours, as well as any sustaining minutes, the latter subject to recapture by the network on a week's notice.

To recapitulate: CBS has told its stations that it and they must face up to the economic facts of life and sell network daytime on a competitive basis.

■ And now, here are more specifics on NBC's analysis of the CBS advertiser rotation sales plan as sent to affiliate station managers in a bulletin. In some instances the comments are summarized or paraphrased; the direct quotes represent the network's comments as they appeared in the bulletin.

• A CBS affiliate will not know how much it will be paid per minute, and the longer the lineup, the lower the compensation. Compensation will be lower during the summer weeks, shifting part of the cost of summer discounts to the affiliates.

• The same advertiser charge applies regardless of rate classification and regardless of the value of the cleared station lineup. Special discounts will bring winter prices down to $2,500 a minute and summer minutes to $2,000.

This is approximately the same as the average ABC-TV minute and about half the "minimum net NBC-TV rate of $4,750."

• A unique feature of the CBS-TV plan is the advertiser's ability to buy at a new low price a single minute position, NBC indicated.

The minimum NBC-TV daytime buy still is a quarter-hour of a specific program, alternate weeks. On ABC-TV the advertiser can buy on the basis of one minute per program, but the minimum buy is three minutes.

■ "Recently to stimulate sales in four programs, we [NBC] allowed quarter-hour sponsors to place two of their three minutes in the same programs during other days in a fortnight," the network said. "But this is not an unrestricted sale of minutes, as ABC-TV practices, or as CBS-TV now plans for the morning. Our minimum sale is still a quarter-hour, and the advertiser maintains a base day on which his billboard appears.

"We have, of course, at our expense, used charter client and bonus plans to get individual new programs sold during the period when these are building an audience. In contrast CBS-TV places a $1,000 program charge against the sale of each minute—an extremely high proportion of the total package price and a major reason for the lower compensation to its affiliates."

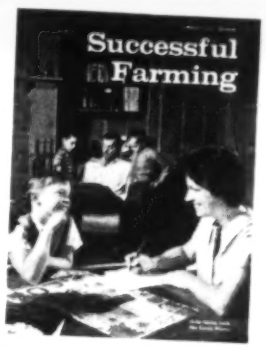
■ NBC said it, like CBS now, has frequently faced programming and sales problems. "However, our approach has been to concentrate our resources on improving and developing the programming in these periods, at our expense, and in developing an effective sales story for daytime, again at our expense. NBC-TV's current leadership in daytime ratings and daytime sales attests to the basic validity of our approach." =

Keeping up with the Kimmelhochs—

Art Kimmelhoch is a farmer, ag school graduate. He has doubled the 160 acres left him by his father. His field crops come up earlier and greener. His livestock brings the highest prices. His farm plant is well kept. His house is new, air conditioned. He gets to Florida every winter, and has a daughter in an Eastern prep school.

Your farm is next door. How do you keep up with Kimmelhoch? Well, you start by paying a lot of attention to SUCCESSFUL FARMING. Kimmelhoch does! So do most of the really prosperous farmers.

Because every issue has information on markets, methods, machinery and materials—that save work, increase yields, lower costs, help the farmer earn more. His land allotment, barn layout, fertilizer application, materials handling, herd size, equipment purchases, prices, taxes and profits next year will depend to some extent on what he learns from SF this year. This magazine means money in the bank! It is not merely read—but studied, filed, referred to again. And it also helps the farm family live better.



And after fifty-eight years of service, SF has earned a respect and confidence unmatched by any other medium; and a degree of influence reflected in its very high readership, and the reception and response of its readers to advertising.

SF subscribers average holding is more than 300 acres; and their average farm cash income is about 70% above the national farm average—represent one of today's choicest class markets.

If you want your advertising to sell something, put it in SUCCESSFUL FARMING. And ask any SF office about the twelve new State & Regional editions!

SUCCESSFUL FARMING . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 49,928

HELP WANTED

ADVERTISING MANAGER—all around man with industrial marketing and sales promotion background. Excellent opportunity to move into key marketing function in small, rapidly expanding Ohio company. Experience with metal fabrication helpful but not necessary. Enjoy living in attractive community of 30,000 not far from Columbus. Send resume to
Box 4552, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

Promotion-Sales
Opportunity to join merchandise prize incentive company specializing in newspaper circulation promotion. Need personable man ..... age 25-35. Located in Chicago area. Background in incentive merchandising or premiums desirable. Must turn out creative copy and be able to visualize ideas and complete programs for artist to finish. Position also involves some personal sales contact with newspapers. Write with qualifications.
Box 4554, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DIRECT MAIL
Factory office selling sundries. Every business and segment nationally—has spot for mature resourceful worker.
401 Presbyterian Bldg., Nashville, Tenn.

COPYWRITER
Outstanding opportunity for young man in the company's Bowling Division. Individual must have 2 years experience as a copywriter with emphasis on collateral merchandising materials. Also, applicant must have a degree and possess a sound understanding of marketing activities. Please submit resume of qualifications and salary requirements to:
Thomas N. McMullen
Brunswick Corporation
623 South Wabash
WE 9-3000

MOLENE PERSONNEL SERVICE
publicity ..... editors
adv. managers ..... copywriters
Artists ... media ... production ... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

POINT-OF-SALE AND OR
OUTDOOR POSTER SALESMAN
Exceptional opportunity for experienced and aggressive salesman. Ideal working conditions. No travel. Compensation open.
PETER A. CONWAY & ASSOCIATES
11 EAST SUPERIOR ST. MOHAWK 4-2151

YOUNG MAN FOR
ACCOUNT TRAINING
Large 4A agency, New York, needs young man (under 28) with 2 or 3 years agency or manufacturer experience in food or drugs to assist in major account group. Seek potential for eventual account responsibility. Our employees know of this advertisement. Please send resume and salary requirements to:
Box 4536, ADVERTISING AGE
630 Third Ave., New York 17, New York

HELP WANTED

JUNIOR PRODUCTION MAN
Agency exp., age 20 to 25. Send complete resume and salary desired, in confidence.
Box 4553, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

Advertising Space Sales Representative for young & aggressive top rated firms. Last year earned $8,000.
Box 4559, ADVERTISING AGE
630 Third Ave., New York 17, New York

CARTOONIST crisp style, creative, seeks TV animation or comic strip position.
Box 4561, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FULLY EXP EXEC, 9 YRS ADV & DM Copy, layout, type; PR; planning, budget, purch'g; pkgng; agcy & ltrsvc liaison; sales; o'seas exp. 32, hard-worker, initiative; can show past $ achievements.
Box 4531, ADVERTISING AGE
630 Third Ave., New York 17, New York

COMMUNICATIONS—public, employe, community. Experienced (8 yrs) exec in all fields desires industrial PR position East Coast or South. Broad knowledge of media, big industry communications methods. Resume on request.
Box 4527, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE
LAYOUT & PRODUCTION
Do you need expert assistance in producing your booklets, ads, packages and other printer matter ... or TV Commercials. Contact—
T. J. McLoughlin **MI 2-3655**
619 N. Michigan Ave., Chicago 11, Ill.

MONEY BACK GUARANTEE
If your Chgo. agency needs a hardworking, intelligent, ambitious, creative young (29) idea man, with B.S. in Jour., some agency exp. and extensive exp. in writing, photog. and sales—for any position paying at least $5,700—I guarantee to do a good, thorough job or the first week's salary will be cheerfully refunded!
Box 4562, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Recent Texas university graduate, trained in advertising and marketing res. seeks position with progressive Southwestern advertising firm.
Box 4564, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TOP SALESMAN MIDWEST
SEEKS BOSTON-N. ENG OPPORTUNITY
Outstanding record. No. 1 Consumer magazine. Top level contact with client and agency in appliance-food-housewares-drug-fields. Doubled revenue past two years in most competitive situation. Previous position with nation's largest electrical manufacturer. Top ten in sales four years running. Age 30-Married-Business Grad. Will return to Boston for challenge in sales-agency-ad mgr-assistant or you name it. Can go any direction. Finest references.
Box 4565, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

SALES PERSONNEL CUT BACK
ONE OF THE BIG THREE
WEEKLY PUBLICATIONS
YOU KNOW THE STORY
LAST IN, FIRST OUT
I NEED YOU. DO YOU NEED ME?
WILL RELOCATE
Box 4555, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DIRECT MAIL SPECIALIST
Seasoned writer. Solid direct mail & mail order copy, layout & production experience. Seeks challenging opportunity with company that wants to grow.
Box 4556, ADVERTISING AGE
630 Third Ave., New York 17, New York

OPPORTUNITY FOR
JUST ONE FIRM!
Well-known Sales Promotion Specialist who has the rare gift of coming up constantly with sound sales ideas that pay off, seeks affiliation with large firm. One man operation has profitably billed $100,000 in a short time. Now servicing blue chip companies. Potential volume of business and contacts makes it impossible to operate on one man basis. Current accounts and creative approach can easily expand business for a firm engaged in the audio-visual field, an advertising agency, a public relations firm, a sales promotion shop or company desiring to set up a division to service national accounts on all phases of sales promotion. Now ready to lend his name and prestige to a top flight company in an executive role. Could be ideal for a firm wanting to move into the New York market. (Clip and send to someone who could benefit from this ad).
Box 4566, ADVERTISING AGE
630 Third Ave., New York 17, New York

PUBLICITY AIDE—TOP NOTCH GAL
Terrific exp. all phases promotion, adm creative; part-time.
Box 4567, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

Creative Art Director 15 yrs. experience on P.O.P. displays. Sales experience handled top accounts; highest references. Chicago area.
Box 4557, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Newspaper Salesman, also radio, desires trade paper. 30, single, Journ. grad. Opportunity more important than $. Let me sell for you.
Box 4558, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

Midwest Representative
Young, well established representative Chicago office, 5 years experience seeks trade or industrial publication.
Box 4568, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Make higher net on your Eastern sales by using a hardworking productive, well established rep. group. Highly experienced all print media.
Box 4569, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

MAGAZINE INVESTMENT
Established publisher seeks additional financing for new, quality, business publication in highly lucrative, relatively non-competitive market. Exceptionally high capital return on secure investment of five to fifty thousand dollars. Silent or possible active management post considered.
Box 4537, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

How You Can Make Money Now! 100 Ways to Build Mail Business. Monographed authored by AA columnist Whitt Schultz tells how. $1, ppd. **How, Box 2-A, Kenilworth 1, Ill.**

DON HARRIS NEEDED . . .
more help! So he's acquired a man he's had his eye on for two years, one with long industrial, construction, farm machinery, direct mail and consumer experience with agencies and advertisers, writer, advertising manager and account executive. You'll see his name soon in these ads. He and Don will work together on some applicants, separately on others.
Don's files contain the men he needs this week.
DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago • WA 2-9400

ADVERTISING MANAGER
for newly conceived consumer products divison of established pharmaceutical firm. Requires experience in creating concepts, directing production, and managing large advertising budget. Will report to vice-president. Submit resume and salary requirement to Box 606, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois. All replies confidential.

AMERICA'S AD MANPOWER MART

Cadillac has long been headquarters for the procurement & placement of all types of advertising & related manpower. That is why so many employers come to us for professional guidance on their most critical personnel requirements. Here are just a few of such immediate openings:

COPYWRITERS (10) ..... **$7,000 to $14,000**
Juniors to seniors with industrial and or consumer products background.

ARTISTS (7) ..... **$8,000 to $18,000**
Layout men, ass't art directors & art directors with agency experience.

MARKET EXEC. (4) ..... **$12,000 to $24,000**
Solid in all areas including advertising & sales management, both industrial & consumer products.

Contact Cliff Knoble on above

★ ★ ★

MARKETING DIRECTOR ..... **to $30,000**
Versatile experience in consumer & industrial electrical products.

CREATIVE DIRECTOR ..... **to $20,000**
Strong idea man in print & some broadcast, consumer & industrial goods & capable supervisor.

ACCOUNT SUPERVISOR ..... **to $20,000**
Solid liquor history with agency or distillery in advertising & merchandising.

Contact George E. Pyikas on above

★ ★ ★

CADILLAC ASSOCIATES, INC.
29 East Madison Bldg.
Chicago 2, Illinois
Financial 6-9400

ADVERTISING AGENCY NEEDS MARKETING MAN

If you have had solid experience with a major manufacturer in marketing food or drug products, if you can work with people, if you have a working knowledge of research, if you want to work on a variety of accounts but do it in a more relaxed atmosphere, this Chicago Advertising Agency position may be the one you are looking for. This position requires a seasoned man. Send complete resume with salaries earned and salary expected to Box 593, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING SUPERVISOR

Exceptional opportunity exists on our marketing staff for a man in his mid-thirties to direct the advertising activities for an industrial line of products used in the agricultural field. Must be capable of developing and administering a complete advertising program. Prefer agricultural advertising background, but not mandatory.
Please write, giving details of experience and salary requirements to Mr. T. H. Diemer.
INTERNATIONAL MINERALS & CHEMICAL CORPORATION
SKOKIE, ILLINOIS

Advertising Manager—Product Group

Texas Instruments—world's largest electronics firm—seeks an experienced industrial advertising man to manage the advertising *and merchandising* of one of TI's fast-selling semiconductor product lines. This position carries an unusual advancement opportunity and your growth will be directly proportionate to your demonstrated and proved ability. Outstanding personnel benefits include company-paid profit sharing, retirement program and others.

A strong background in industrial advertising (agency or advertiser), together with technical aptitude, is required. You must be able to inspire the full confidence of those who may later work under you, and you must win the confidence of the engineers and management personnel with whom you will be closely associated. Experience and self-confidence to work effectively with management levels is a must.

If this career position matches your interest and abilities, send a confidential resume to Bob Henslee, Dept. 102.

SEMICONDUCTOR-COMPONENTS DIVISION

TEXAS INSTRUMENTS INCORPORATED

P. O. BOX 5012 DALLAS 22, TEXAS

UNUSUAL OPPORTUNITY FOR AN EXPERIENCED COPYWRITER

The man who takes on this job will work harder than he's ever worked in his life—and the opportunity to do so will be one of the principle reasons why he accepts our offer.

He will understand clearly that creative excellence is the end objective toward which *all* the activities of *every* advertising agency must be directed.

His days will be filled with a kaleidoscope of assignments. And if he's half the man we think he is, he will originate many of them himself.

(We have 11 clients, in 10 different businesses, about equally divided between industrial and consumer fields. All but one are national marketers.)

Our man will welcome the informality, and accept the trials, of working together with (a) a small group of unusually experienced professionals and (b) an equally unusual group of clients who think in terms of our personal *productivity* rather than our personal attention.

Like the rest of our key people, he is worth more than he is being paid today, and we can't do much to change the immediate picture. But he will have decided, as we have, that his long-range financial opportunity is infinitely better here—because the calibre of *his own work* will affect directly the growth of the company.

(We decided because we're seen it work. We're grown from $40,000 total billing to the immediate neighborhood of $1,000,000 the hard way—with no risk capital and no windfalls.)

Our best *guess* is that the man we will bring in is between the ages of 28 and 36, and he's probably a family man. He may well be presently employed by a larger agency. He has had a wide variety of experience, mostly in print media.

Whether our guess is right or wrong, if you like the climate implied by this advertisement, get in touch with us immediately. In addition to a factual resume, please write us a very brief letter telling us what areas of your background—or ours—you would especially like to discuss in an interview.

HENRY B. KREER & CO., INC.

952 North Michigan Avenue, Chicago 11, Illinois

Product Manager

Food, Grocery Products or Drugs

We are seeking a Product or Brand Manager with experience in a food, grocery products or drug company who is qualified to earn over $30,000 per year.

This new member of our management group will be responsible for profits, share-of-market, product design, packaging, pricing, advertising and promotion.

Our company is a leader in its field and is expanding rapidly. We are located in a most desirable city in which to live.

Compensation consists of a liberal base salary plus a profit sharing bonus and generous stock option.

Your interest in exploring this opportunity will be treated confidentially. Please provide us with information concerning your personal and business background, as well as your home telephone number.

BOX 600, ADVERTISING AGE
630 Third Avenue, New York 17, New York

the copy shop
MU 3-1455
270 madison/ny 16

COPYWRITING STUDIO
Confidential Work

Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication any kind—any medium

NOW! TOP CREATIVE TALENT
On Pay-as-Used Basis

I've long been creative supervisor of a $200 million agency. Now, for a comparative pittance, you can have my services free-lance. Ads, booklets, themes, publicity, promotions, the big idea—whatever needs writing or thinking up.

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630 Third Avenue, New York 17, New York

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Chicago, Boston, Philadelphia and other territories open.

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Just completed 391 page book, 7th for same client. Can handle all or any part; fee basis. 36 years experience.

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TAPE AND LIVE SPECIALIST WHO BELIEVES IN TAPE AND LIVE COMMERCIALS. He's vindicative about the need for Production participation at concept stage of commercial!

He's long on experience . . . was a Broadcast Producer-Director and currently heads a Production Dep't at a top N.Y. Agency!

He's moderately expensive!

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ADVERTISING
POSITIONS AVAILABLE

- SPACE SALES—Leading pub seeking creative man with proven mdsg ability. Cons gds oriented $15,000
- ART DIRECTOR—Small Phila agcy seeks #1 man $10,000
- COPY—Idea man to dev sls prom campaign for nat'l brand. Stepping stone to Brand Mgr. position $9000

For male advertising positions, both agency and corporate, in the Mid-Atlantic states. Send your confidential resume in duplicate to:

Advertising Division
STURM-BURROWS & CO.
Executive Search and Personnel Placement Specialists
1420 Walnut St. Phila. 2, Pa.

Are you interested in joining an organization that is small enough to allow you to function in all areas of Advertising? We are the National Leader in a field of Electro-Mechanical devices and have an opening for a young man with two or three years Industrial Advertising experience. Work will consist of Catalog and Brochure Preparation, Trade Show Participation, Agency Liaison, Technical Writing, etc. In Mid-West location. Submit complete resume, including salary requirements, to Box 604, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

PUBLICATIONS MIXMASTER AVAILABLE

Editing — Sales — Research — Promotion — Circulation

It's the mix that matters in the market. Planned or chanced, it's magic or it's tragic to space totals in industrial publishing. Only ability, tempered by experience, can measure the endlessly changing variables; compute the most productive mix. How much emphasis on marketing research? . . . Is circulation the sensitive area in 1961? . . . Should fewer salesmen be given totally new sales aids? . . . What about a McCalls-type editorial program? . . . Where does readership research fit? . . . Will promotion pay its way? . . . Confident answers, stemming from experience, are yours on a permanent or a consulting basis by writing:

Box 607, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

Opportunity to Add Experience and Ability to Your Organization

MARKETING EXECUTIVE

Food or Dairy Products: Prefers West

Widely experienced marketing head of major food and dairy products company wishes to move west. Seeks opportunity to make useful contribution.

Sales, advertising and promotion background. Exceptional record and is now employed. No placement fee. Communications strictly confidential.

Marketing Service Associates
Room 2149 • 135 S. LaSalle Street • Chicago 3, Illinois

Terrytoons Appoints Judge

Tom Judge has been named to the new post of general sales manager of Terrytoons, a subsidiary of CBS Films, New York, tv film distributor. He formerly was director of CBS-TV Production Sales, the tv tape production unit which has been discontinued by the network. John J. Heffernan, previous sales manager of Terrytoons, has joined Gray-O'Reilly Productions, tv film producer, as vp in charge of sales.

New El Paso Group Formed

A new group, the El Paso Broadcasters, has been founded by a group of 12 radio and tv stations located in the twin border cities of El Paso, Tex., and Juarez, Mexico. A promotion budget has been pledged by the 12 members to advertise the new El Paso market.

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SHOW-COM'L TV PROBLEMS?

Vet agency tv head can be available for solid growth future. Equally strong on shows, com'ls and org. No short term deals. Expensive, but strong insurance. Can relocate.

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COPYWRITER—book promotion oppty, eventual adv. mgr. . . . $8,000
ASST. ADV. MGR.—primarily copy machinery exp.—large Chic. mfr. . . . 7,500
ASST. MEDIA BUYER—man, good potential Chicago agcy. . . . 6,500
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., Chicago, Ill.
Phone: CEntral 6-5353

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Experienced advertising executive has capital to invest for active partnership in employment agency specializing in advertising personnel. Location: NY City only.

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For an agency . . . successful sales promotion art director will produce all collateral material for clients on a profitable basis similar to McCann operation that will keep clients happy and dependent on agency to produce all work instead of going to outside sources.

For a firm . . . will design, supervise and coordinate the production of all sales promotion materials needed in overall sales efforts, at most economical costs.

Seeks Challenge . . . to utilize his executive abilities, creative talents, energies, enthusiasm, imagination and production knowledge. Send for resume.

Box 605, Advertising Age
630 Third Ave., New York 17, N. Y.

MAJOR OIL COMPANY
Needs WELL ROUNDED AD MAN

With . . .

A knowledge of the fundamental operations of advertising, including copy writing, layout, media, graphic arts, advertising research and budgeting.

Versatility, initiative and a good personality.

Required . . .

College degree with a background in advertising, journalism and sales promotion.

Experience (3-4 years) in an advertising agency or company advertising department should include writing, planning, and supervising production of advertising and sales promotion material.

Opportunity For Advancement

Worth exploring? Just write a letter, in complete confidence of course, telling us about your particular qualifications and salary requirements.

BOX AD 243, 125 WEST 41ST ST., N. Y. 36

Van Deventer Leaves Cahners; Bancroft, Svec Succeed Him

CHICAGO, Feb. 7—John H. Van Deventer, vp and publisher of *Brick & Clay Record*, *Building Construction*, *Ceramic Data Book* and *Ceramic Industry*, has resigned from Cahners Publishing Co., effective March 31. He is negotiating to buy an active and major interest in another business paper publishing company, in a field not competing with Cahners.

Richmond F. Bancroft, regional vp in charge of Chicago operations of *Metalworking* and *Modern Materials Handling*, has been named to succeed Mr. Van Deventer as publisher of *Building Construction*.

Mr. Van Deventer's successor as publisher of the other three books is J. J. Svec, their editor, who has been with the company 18 years.

■ Cahners has also promoted John D. Drummey, formerly an editor in its group marketing plan division, to director of pr, headquartered in Boston.

Mr. Van Deventer, who for the past six years has been general sales manager of Industrial Publications, Chicago (purchased by Cahners in October, 1959), expects to announce his purchase decision following his return from a European business trip in June. #

D'Arcy Names 7 in Chicago; Three in New York Office

D'Arcy Advertising Co., Chicago, has made seven staff appointments. They are Charles W. Shugert, formerly with Joseph Katz Co., New York, vp and account executive on the reseller division of the American Oil Co. account; Nicholas W. Turkevich, formerly research director of Continental Oil Co., market research director; George Hilton, formerly regional merchandising director of Pure Oil Co., merchandising director; Robert O. Lewis, formerly with Foote, Cone & Belding, radio and television producer; Robert B. Owens, formerly with McCann-Erickson, assistant television producer; Ed Theobald, formerly with *Boys' Life*, time buyer; and Robert Nelson, formerly with MacFarland, Aveyard & Co., a copywriter.

At the same time William T. Raidt, vp of D'Arcy, New York, has been elected to the board of directors. M. Peter Franceschi has joined the New York office as administrative coordinator and Charles Keilus has joined the agency as a senior tv producer. Mr. Franceschi, most recently an advertising consultant, also had been with J. Sterling Getchell and Foote, Cone & Belding. Mr. Keilus formerly was with McCann-Erickson.

Revlon Boosts Mandel to VP of Marketing Services

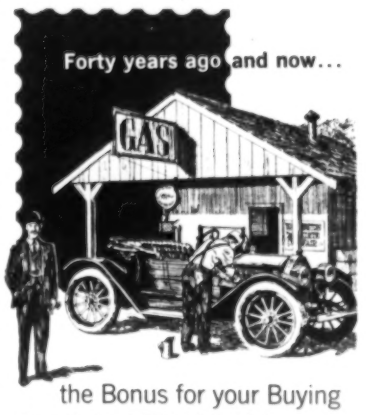
E. William Mandel has been named to the new post of vp-marketing services of Revlon Inc., New York. He joined the company from Block Drug Co. in 1955 as ad manager and was made assistant to the president in 1958.

E. William Mandel

He is now responsible for all creative marketing activities.

WCAO-FM Names Purcell

Charles W. Purcell has been named to the new post of managing director of WCAO-FM, Baltimore. He also will continue as news director of WCAO.



the Bonus for your Buying

For more than 40 years, thrifty families throughout Washington State have been saving S & H Green Trading Stamps as their big bonus for shopping with cash.

Wherever S & H Stamps are given, you receive the finest quality merchandise and service, competitively priced to give you more for your dollar. Ask for S & H Green Stamps—your bonus when you buy!

Why you get cash instead of MERCHANDISE for S&H Stamps:

In Washington State, S & H stamps are redeemable for cash only. State law requires that dealers who wish to give trading stamps for redemption in merchandise must pay an annual tax of $6,000 for the privilege.

MAIL THIS COUPON for further information on S & H Green Stamps in Washington State

WE GIVE S&H GREEN STAMPS

THE SPERRY AND HUTCHINSON COMPANY

CLIMAX—*This is the two-color newspaper ad with which S&H concluded its drive to liberalize Washington's law on trading stamps.*

S&H Drive Seeks to Change Washington Anti-Stamp Law

OLYMPIA, Feb. 8—A showdown on trading stamps is shaping up in the Washington state legislature.

After a campaign that included use of two-color newspaper advertising, Sperry & Hutchinson Co. is pushing legislation which would lift a 50-year-old barrier against the redemption of trading stamps in merchandise.

At the same time in a counter move headed by the Washington State Food Dealers Assn., an organization of independent retailers, opponents of trading stamps are seeking to tighten the present state law.

■ Under a 1913 law, Washington requires a $6,000 annual license fee for each retail outlet that issues trading stamps redeemable in merchandise. No such license is required for stores that issue stamps redeemable in cash, but the net effect has been virtually to eliminate trading stamps in food stores.

The Sperry & Hutchinson advertising campaign—via McCann-Erickson, Seattle—used weekly papers throughout the state, climaxed with larger space two-color ads in Seattle and Spokane. Copy was tied to S&H stamps as "the bonus for your buying," but explained the present state law as the reason "why you get cash instead of merchandise for S&H stamps." #

Gene Wolfe Promotions Bows

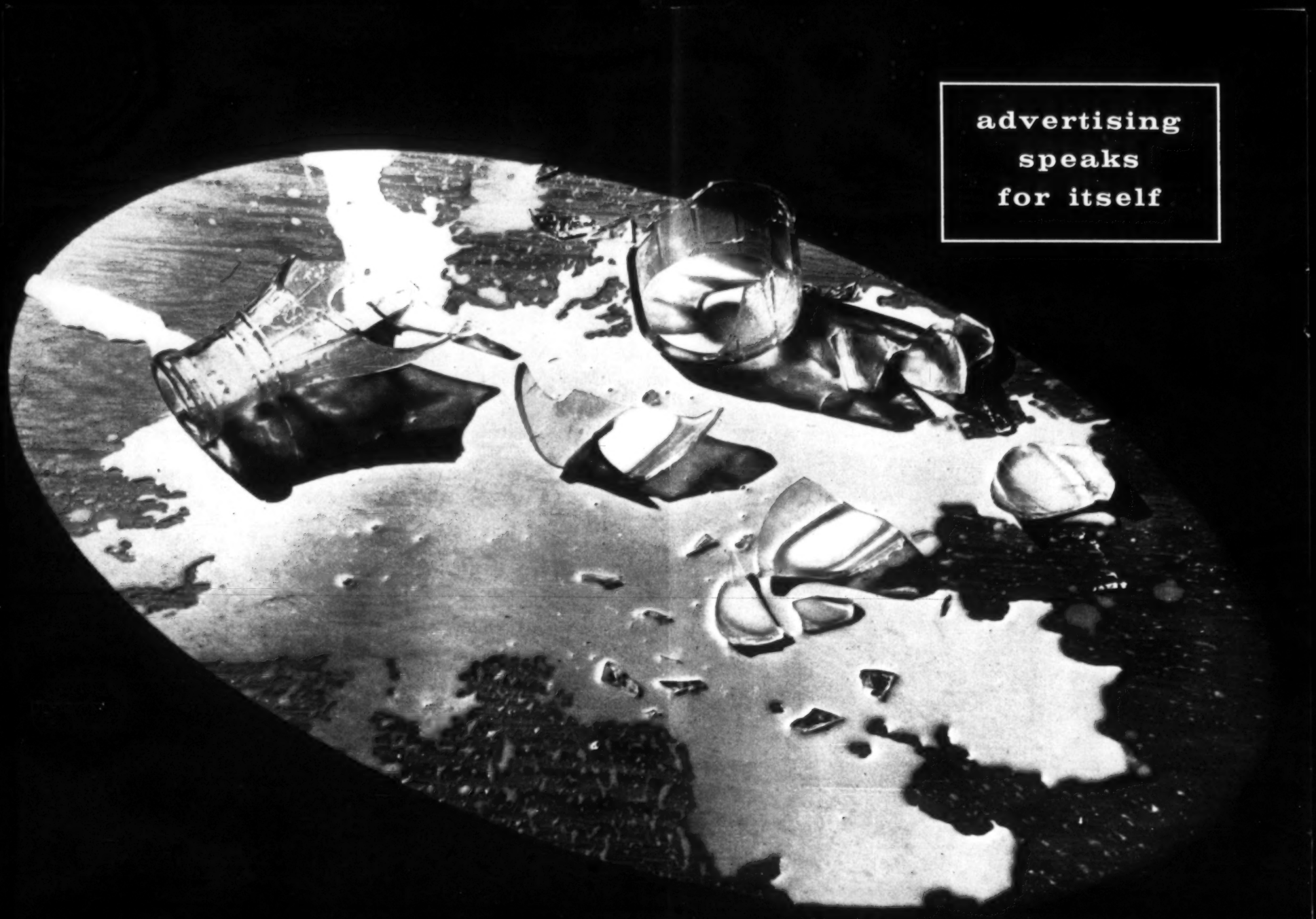
Eugene E. Wolfe, a promotion manager and writer with Time Inc. for the past eight years, has opened his own promotion and advertising agency, Gene Wolfe Promotions, with offices at 511 Fifth Ave., New York.

Century 21 Appoints Lyte

Bob Lyte, formerly promotion director of WLBW-TV, Miami, has been named promotion manager of Century 21, the "space-age" world's fair opening in Seattle in April, 1962.

WFBM Promotes Franz

Henry H. (Hank) Franz, who has been sales manager of WFBM, Indianapolis, has been appointed station manager and sales director of the radio station.



Apology or clean-up?... Most needed here is a dust pan and more lessons in milk-handling. > Similarly, the Advertising Federation of America does not believe in apologizing for advertising because of the miniscule number of dishonest advertisements. We know that apologies do not restore consumer trust, even if the apologies were justified by the fractional number of abuses. But a hard and honest clean-up job at all levels of the industry will regain public faith and confidence in our valuable economic service. > Since 1911, AFA and the Advertising Association of the West have been committed to keeping advertising honest. Much success has rewarded their work. Occasionally, however, advertisers and agencies do offend, thoughtlessly and usually unintentionally. They stop when shown how each deceptive ad hurts the public and every businessman selling to that public. > The AFA-AAW believe that your advertising—all advertising—is important and that good advertising helps us all. They work to educate the public about advertising's role in our economy, as in their new campaign: "Advertising Is a Growth Ingredient and Keeps Us Rolling Ahead." > Join the AFA-AAW to help make sure your honest ads do their honest job by reaching a public who trusts you. Join the Advertising Federation of America and the Advertising Association of the West to lend your skills and leadership to their work. It's your work, too.

PREPARED BY:

THE ADVERTISING FEDERATION OF AMERICA
655 MADISON AVENUE, NEW YORK 21, NEW YORK

FOR THE AFA AND

THE ADVERTISING ASSOCIATION OF THE WEST
FERRY BUILDING, SAN FRANCISCO 11, CALIFORNIA

The Advertising Federation of America and the Advertising Association of the West and their 60,000 members marshal the forces of the advertising industry to protect its freedoms, to promote education in, for and about the profession, and to conduct public service activities through its media.

This Week in Washington . . .

Tougher, Anti-Trustier FTC Seen with Dixon, Elman, MacIntyre

By Stanley E. Cohen
Washington Editor

WASHINGTON, Feb. 9—A flair for anti-trust crusading seems to be the dominant characteristic of the Federal Trade Commission, as it was reconstituted by President John F. Kennedy this week.

The realities of politics being what they are, the President rang down the curtain on the Kintner era at FTC with a trio of appointments that will give the commission an entirely new majority.

Two of his appointees, Paul Rand Dixon as chairman (AA, Feb. 6), and Everett MacIntyre (who must wait until Sept. 25 for the seat currently occupied by Commissioner Robert Secrest) are FTC old-timers who are currently serving as chief counsel for two congressional trust-busting committees. The third, Philip Elman, is one of the Justice Department's most outstanding anti-trust lawyers.

■ The problem of replacing Earl Kintner has been a particularly touchy one for the administration. Almost as soon as the election was decided, Sen. Estes Kefauver (D., Tenn.) claimed the job for Mr. Dixon, who has been chief counsel for the Kefauver anti-monopoly investigation.

Further complicating the picture was the fact that Rep. Wright Patman (D., Tex.), co-author of the Robinson-Patman Act, was seeking the FTC job for Mr. MacIntyre, who has been chief counsel of the House small business committee since 1955. Until the President decided to solve the dilemma by appointing both of them, many people hoped he might decide to keep Mr. Kintner, despite his Republican sponsorship.

But Mr. Dixon's record in investigating such industries as drugs, autos, steel, bread and petroleum made him an expert on administered pricing—a subject of great concern in the anti-trust field at the present time. His friends argued persuasively that despite Chairman Kintner's achievements, there's more to be done at FTC. As Mr. Kintner had demonstrated, FTC can be a powerful force; and the new administration has some ideas of its own.

■ For example, the anti-trust cases in the electrical manufacturing field turned a spotlight on business ethics, and the President had something to say on the subject at his press conference Tuesday. This is an issue which an alert FTC chairman will hardly overlook.

Mr. Dixon will have little difficulty acquainting himself with his opportunities. For 19 years, before joining the Kefauver staff, he was an attorney in FTC's bureau of litigation. In the course of his work with the Kefauver committee he has constantly nudged the FTC and the Department of Justice to get going on anti-trust cases in the "administered price" industries.

While he is interested primarily in anti-monopoly work, his Kefauver committee experience provided an opportunity for investigation of deceptive advertising, too. In the drug investigation he became expert on the gaps between the FTC and the Food & Drug Administration in the regulation of drug advertising.

■ Because the President could only appoint one Democrat at this time, the second seat had to go to a Republican or an independent. As a Democrat, Mr. MacIntyre has to wait until another Democratic seat is available.

For the non-Democratic seat (the law says FTC cannot have more than three members from the same party) the President picked Mr. Elman, 42-year-old anti-trust expert for the Justice Department's office of legal counsel. From a 16-year record there, he was so highly regarded that for a time it appeared that he would be named solicitor general. When the post went to a newcomer, Attorney General Robert Kennedy reportedly recommended that Mr. Elman be promoted above the ranks of the career service.

To oblige Rep. Patman, the President promised that Mr. MacIntyre is to get the next Democratic seat which becomes available at FTC.

■ Mr. MacIntyre, 60, was on FTC's litigation staff from 1930 until 1955. During the Republican regime at FTC, he transferred to the House small business committee, where he chided the FTC and Justice Department for settling too many of their cases with consent settlements.

At FTC, the newcomers will find an organization with far greater resources than any congressional committee. Hundreds of skilled investigators are ready to do their bidding. A big staff of economists will serve up the information they want. In addition to all this, the commission has the legal power to bring charges and issue orders against those it wishes to accuse.

In the light of the known interests of the Kennedy appointees, FTC's staff members are inevitably wondering about changes in emphasis in the commission program:

• **Advertising**—In pre-Kintner days, honors and promotions went almost entirely to staff members working on monopoly cases. Will the new leadership put anti-deceptive practices work back in a cubbyhole?

• **Economics**—As a congressional investigator for the Kefauver committee, Paul Rand Dixon drew heavily on the ammunition provided by skilled economists. He's expected to advocate a substantial expansion of FTC's staff of economists. Will he bring the controversial Kefauver committee economist, John Blair, back to FTC with him?

• **Consultation**—Anti-monopoly lawyers on FTC's staff have traditionally taken the position that the only way to deal with miscreants is to haul them before the bar of justice and subject them to the rigors of prosecution. Will the new group swing toward the "let's litigate" point of view, and undercut the progress that has been made under Mr. Kintner toward the use of consultation and education in dealing with some areas of FTC's responsibility?

■ Basic to the change that occurred under Mr. Kintner was a recognition that 45 years of "hard litigating" hadn't done the trick. FTC's lawyers might read court decisions with the devotion of a Los Angeles Dodgers fan, but business men went about their affairs, largely unaware of the legal history the lawyers were making.

Under Mr. Kintner, FTC's operating strategy, particularly in dealing with anti-deceptive practices, shifted to meet the conditions of the marketplace. Where his predecessors were captivated with the urge to set legal precedents, he was concerned with getting maximum compliance with the law:

• **Guides program**—In the anti-deceptive practices field Mr. Kintner found a complete breakdown with respect to ads involving guarantees and price lists. The guides program went far toward correcting this through education and consultation. Will the new commission see that the guides program continues to enjoy the top level support that it needs?

• **Short-cut handling of Robinson-Patman cases**—New "mass production" investigating techniques demonstrated that compliance with the co-op advertising requirements of R-P was almost non-existent in the food, drug and appliance retailing interests. Will the newcomers develop fast short-of-litigation methods of dealing with these widespread problems? Or will they clog the commission's machinery with hundreds of non-productive cases?

• **Publicity**—The tv crisis provided a platform for Mr. Kintner's public relations drive. He crisscrossed the country on speaking tours so business men could learn about FTC from its chairman. By dramatizing the commission's attack on tv commercials and payola, he created the image of a vigorous organization. The recognition and bigger budgets that resulted spilled over to all phases of the commission's work.

■ Even Mr. Kintner agrees that at least another year or two was needed to complete the reorganization which he was trying to accomplish at FTC. Within the commission there were many who believed that the Kintner regime was still far short of getting to the heart of the problem.

When the new appointees are all in their seats, FTC will present an unusual situation. In addition to the three newcomers, the ranks will include Commissioner William C. Kern (Democrat), appointed in 1955, and former Gov. Sigurd Anderson (Republican), also appointed in 1955.

With Commissioner Kern, who also is a veteran of FTC's bureau of litigation, three of the five seats will be occupied by career people, up from the ranks. While it is fashionable to praise promotion from the ranks, old rivalries can be disrupting. At FTC, where there is still much need for innovation, inbreeding might choke off new ideas.

■ Here are some of the areas of concern to FTC experts which the commission's new members might profitably examine:

• **Lack of good central planning**—In all its years the commission has never made a comprehensive appraisal of its own effectiveness. It compares each year's performance with statistics for the preceding year. Because there is no planning staff, it does not know—for example—how much deceptive advertising there is; how much is within its grasp; what needs to be done.

• **Jurisdictional gaps**—While FTC has "project attorneys" who are supposed to crack a whip over its cases, they run into jurisdictional disputes. Once the case moves from the bureau of investigation to the bureau of litigation, project attorneys lack disciplinary authority to force cases ahead.

• **Investigating foulups**—Despite the creation of special task forces, investigations still get bogged down in red tape. As a goal, it is contended, FTC should be in a position to check within 24 hours when its monitors spot a questionable ad.

• **Too much professional courtesy**—Hearings are delayed time and again for the convenience of lawyers. Insiders feel FTC's staff is too cooperative in agreeing to this kind of delays.

• **Too much silence**—FTC saves needless litigating by settling more than 80% of its deceptive practices cases with consent agreements. But cases disappear from public view for months, or even years, while the negotiating is under way. The apparent lack of action contributes to the impression of a lethargic FTC.

• **No legislative recommendations**—In more than 25 years, no basic changes in the laws dealing with deceptive practices have been recommended. From his work with the Kefauver committee—particularly in the drug field—Mr. Dixon will undoubtedly have some ideas.

The 16-year delay in handling the Carter liver pills case stands as a red flag whenever the subject of FTC effectiveness is discussed. #

SYMBOLISM—*North American Van Lines, Ft. Wayne, hopes to create a stronger public image via this new corporate symbol. The design was evolved after three years of study.*

Oregon Club Names Ostensoe Adman of '60, Cites Best Ads

PORTLAND, ORE., Feb. 7—The Oregon Advertising Club has presented the MacWilkins "advertising man of the year" award to Donald Ostensoe, a pr operator and a former adman who is now president of the Advertising Assn. of the West. Gold Ribbon awards for the best Oregon work in advertising in 32 categories were also presented at a banquet Jan. 31.

Mr. Ostensoe, who was ad director of the First National Bank of Oregon prior to opening his pr company in the spring of 1960, received the award from Orm Binford, last year's winner.

Among gold ribbon award winners were:

Campaigns.
Budgets to $50,000: Botsford, Constantine & Gardner, for Lloyd Den Center. Budgets to $100,000: Homer Groening Advertising, for R. U. Delapenha & Co. Budgets over $200,000: Botsford, Constantine & Gardner, for Idaho Potato & Onion Commission.
TV commercials.
Botsford, Constantine & Gardner, for Blue Cross of Oregon.
Consumer magazines, color.
Homer Groening Advertising, for R. U. Delapenha & Co.
Consumer magazines, b&w.
Botsford, Constantine & Gardner, for Walla Walla Canning Co.
Trade magazines, color.
Cole & Weber, for Hyster Co.
Trade magazines, b&w.
McCann-Erickson, for Georgia-Pacific Corp.
National newspapers, color.
Pacific National Advertising Agency, for White Satin Sugar.
National newspapers, b&w.
Don Condit, for Pacific Telephone.
Radio.
Gerber Advertising Agency, for Durno for Congress.
Outdoor posters.
McCann-Erickson, for Oil Heat Institute of Oregon.
Retail dept. store, newspapers, color.
Bob Stevens, for Meier & Frank, Salem.
Retail dept. store, newspapers, b&w.
Dawson & Turner, for Meier & Frank.
Direct mail.
Grant Thuemmel Agency, for Shaw Surgical Co.
Bus cards.
R. G. Montgomery & Associates, for KGW radio station.

Judges were the editors of *Western Advertising*. According to Ted Tracy, club president, 859 entries were received. #

Charles Swisher, Founder of Scranton Agency, Dies at 80

SCRANTON, Feb. 7—Charles C. Swisher, 80, head of Swisher Advertising Service, died Jan. 30 in the West Scranton Convalescent Home. Mr. Swisher worked for International Correspondence Schools before he founded Swisher Advertising Service in 1911. He operated the agency for 50 years; it handled both local and national accounts. He was one of the founders of the Scranton Advertising Club.

JEROME B. CAMPBELL

NEW YORK, Feb. 7—Jerome B. Campbell, 48, account executive with Schuyler Hopper Co. for the past 14 years, died suddenly at New York University Hospital yesterday morning.

ERIC E. SUNDQUIST

NEW YORK, Feb. 9—Eric E. Sundquist, formerly sales vp of A. C. Nielsen Co. here, died at Roosevelt Hospital yesterday. Mr. Sundquist, 47, entered the hospital for treatment of hepatitis.

A 1936 graduate of the school of business administration at Amherst, Mr. Sundquist later went to the Harvard Graduate School. He joined Nielsen in 1949.

LEONARD BUCCI

KENILWORTH, N. J., Feb. 8—Leonard A. Bucci, 48, vp of *Bond Buyer*, New York financial publication, died of a cerebral hemorrhage here yesterday. Mr. Bucci had first joined *Bond Buyer* as an office boy at 14. He was named vp in 1955.

JOHN E. MARCH

MONTREAL, Feb. 9—John Edgar March, 70, long associated with the advertising and publicity departments of the Canadian Pacific Railway here and in Winnipeg, died today at Kentville, N. S., en route from his Weymouth North, N. S., home to a hospital in Halifax. He had been retired since Dec. 31, 1956. Mr. March was twice wounded during World War I. After the war he joined the staff of the *Ottawa Journal*. Later he worked as parliamentary correspondent for the *Montreal Star*, leaving that post to join the Canadian Pacific's advertising and publicity department, first in Winnipeg and then in Montreal. He was appointed bureau manager in 1955.

KIERAN T. MURPHY

CINCINNATI, Feb. 7—Kieran T. Murphy, 46, vp and treasurer of Crosley Broadcasting Corp., died suddenly today while on a Caribbean vacation cruise with his wife. The Murphys were aboard the S.S. Ocean Monarch about 25 miles off Venezuela at the time of his death. Mr. Murphy was named business manager of WINS, New York radio station, in 1943. Crosley Broadcasting bought the station in 1946 and three years later named Mr. Murphy station manager and comptroller. In 1950 he was shifted to Cincinnati and named the company's comptroller. A year later he was appointed vp and treasurer.

CHARLES J. McMENAMIN

MONTREAL, Feb. 7—Charles J. McMenamin, 49, director of display advertising for the Canadian Pacific Railway, died here Feb. 4. He joined the railway some 30 years ago and, after service with the Royal Canadian Air Force in World War II, became attached to the pr division of the railway. Two years ago he was shifted to the display advertising division and was named director for all Canada. His poster advertising won honors not only in Canada but throughout the U. S. #

Motorola's Farris, GF's Welles Tell MPA Why They Use Magazines

Switch in Scheduling Concept Overcame Dip in Good Seasons Sales

CHICAGO, Feb. 8—Motorola Inc. will break a new advertising campaign next month, proclaiming itself the "new leader in the lively art of electronics."

Robert G. Farris, director of consumer products advertising, told the third annual midwest conference of the Magazine Publishers Assn. today that the campaign will be carried primarily in magazines.

Motorola has scheduled monthly spreads in *Life* and *The Saturday Evening Post* through the end of the year; four page ads each in *American Home*, *Holiday* and *House & Garden*; one ad in *Town & Country*; and small-space ads in *The New Yorker*, *Sunset Magazine* and *Time*. The latter three will run in cooperation with Drexel Furniture Co., which designs the cabinets.

Mr. Farris listed three reasons why Motorola chose magazines to spearhead the new theme:

• "**Coverage**—One ad in the mass weeklies we have chosen reaches almost half of all the households in America, while our yearly schedule will reach into eight out of ten of all households in the U.S.

• "**The showcase factor**—Wood colors, cabinet styles and furniture associations play an important part in this leadership look, and the fine four-color printing of magazines lends itself to developing this look for our product.

• **Breadth of influence**—"Third and most important, magazines are widely recognized as opinion formers. [Magazine readers] are leaders in their communities—the ones others look to as examples."

■ J. Scott Welles, product manager for General Foods' Good Seasons salad dressings, told the MPA meeting that Good Seasons increased its sales through use of two types of magazines, which he labeled the "selective-large" group and the "selective-small" group.

Mr. Welles said that General Foods acquired Good Seasons in 1954, and that for the first two years sales increased well, but that in 1957 and 1958 sales did not respond.

Through research, he said, the company found that its advertising had been taking the "buckshot" approach. "We hadn't been zeroing in our advertising and promotion on our most likely users."

Following an overhaul of product and package design, the company developed a new magazine advertising campaign. "The selective-large group contained magazines with circulations well into the millions," Mr. Welles said. "With such magazines, we knew that our range of readers was much broader and that the readers at the lower end of the scale offered us less potential but hopefully, some potential.

■ "We then also selected a group of smaller circulation magazines whose readers were even more specifically of the type that would be our best potential. In this group also, we were able to pinpoint more specifically geographical areas where we expected to develop the strongest franchises."

Mr. Welles said that the campaign, with some variations in magazines used, was repeated in 1960 and will be used again this year. The 1961 drive, scheduled to start in April, will run in *Better Homes & Gardens*, *Good Housekeeping* and *McCall's* for the "selective-large" group, and *Holiday*, *The New Yorker* and *Sunset Magazine* for the "selective-small" group.

■ Val Corradi, senior vp of D. P. Brother & Co., Detroit, speaking for the auto industry (his agency handles Oldsmobile), said that while other media may receive more total auto ad dollars, "creatively, magazines are the heart and soul and nerve-center of any automotive advertising campaign.

"Newspapers may carry the message more boldly," he said, "and tv may translate it into an animated epic, but when that high compression idea for the introduction of a new model starts clicking in a creative man's mind, he's mentally seeing the finished product in his favorite magazine."

■ He attributed three qualities to magazines which make them important for auto advertisers:

• "Good taste . . . you're putting out a high-powered, high class product that challenges the advertiser and his agency to use the utmost creative ingenuity in building ads that are believable, persuasive and, above all, in good taste.

• "Good company . . . that means a lot to national advertisers, and automobile advertisers particularly, who need to reach the selective company magazine circulations provide.

• "Good times . . . You paint a picture of the good life in magazines, and more and more people every day see how they can upgrade themselves, move to a better home, buy a better car."

■ Mr. Corradi added, however, that he was concerned about several trends in magazine advertising—regional split runs, extra charges for bleed pages and the growing amount of inserts.

He said there is a possibility that the prestige of magazines will be cheapened "if too many 'side street' advertisers are allowed to crowd into the main stream of national advertising that's paying the full toll.

"Make sure you stick with the high standards that enable you to police your pages for the in-and-out advertiser who doesn't have the staying power to last," he advised.

■ The use of testimonial ads was credited in helping improve sales of a Midwest life insurance company. Richard S. Haggman, superintendent of advertising of Northwestern Mutual Life Insurance Co., Milwaukee, said the company uses a moderate schedule of ads (about nine each in *Time* and *Newsweek* each year), on a total ad budget of less than $300,000.

The testimonials, featuring well-known persons who are policyholders (such as the Arthur Nielsens, Raymond C. Firestone, Charles E. Wilson), are especially popular with the company's agents, who purchase about 500,000 reprints each year, Mr. Haggman said.

The continuity (ads have been running for more than a decade) makes it seem as if the company is running more advertising than it actually does, he added.

■ Hart, Schaffner & Marx, a pioneer advertiser among clothiers, is setting new trends today, with ads sacrificing detail for an overall appearance of fashion authority, according to Bruce B. Fogwell, director of advertising for HS&M.

"It was decided to skip the details of models, fabrics, colors and construction," Mr. Fogwell said. "It was decided to sell the wonderful up-to-date feeling of wearing Hart, Schaffner & Marx rather than construction alone." A series of ads, featuring shots by fashion photographer Richard Avedon, has run in *Esquire*, *Gentlemen's Quarterly*, *Newsweek*, *The New Yorker*, *The Saturday Evening Post*, *Sports Illustrated*, *Time* and *Vogue*, in addition to the *Wall Street Journal*.

The campaign ran in 1960, and will be repeated again this year, using a new series of photos.

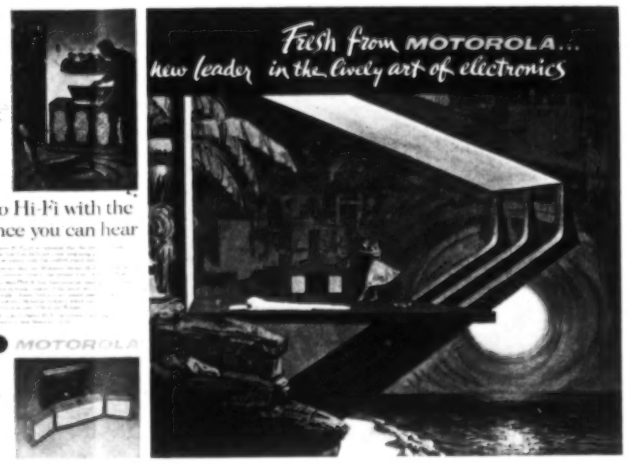
"By all standards of measurement," he said, "the advertisements have got men listening and are speaking their language. We are starting to be copied."

■ Ronald E. Weber, advertising group head of the building products division of Aluminum Co. of America, Pittsburgh, described how magazines played a part in various phases of Alcoa's drive in the home construction field.

In 1957, Alcoa built 23 "carefree" homes, using aluminum liberally, in collaboration with building contractors. They were promoted with four pages in color in *Better Homes & Gardens* and *House Beautiful*. When National Homes Corp. and Alcoa developed the Viking line of manufactured homes in 1959, a color spread was run in *American Home*.

■ Other aluminum products for the home were advertised in *American Home*, *Better Homes & Gardens* and *Living for Young Homemakers*, Mr. Weber said. Alcoa kicked off its entry into the gutter and downspout market with a color spread in *The Saturday Evening Post*.

Last year the company introduced residential siding, using *American Home*, *Better Homes & Gardens*, *Life*, *Living for Young Homemakers*, builder trade publications and financial journals. #



NEW LOOK—*Motorola Inc. will use a modern architectural look in its upcoming ad series proclaiming the company as the "new leader in the lively art of electronics." This color spread will run in The Saturday Evening Post March 11 and Life April 21. Leo Burnett Co. is the agency.*

Newspaper Business Just Fine, Catledge Tells Texas Dailies

DALLAS, Feb. 8—The competitive position of newspapers is so good publishers should shout it from house tops instead of being depressed, Turner Catledge, managing editor of the *New York Times*, told the 40th annual convention of the Texas Daily Newspaper Assn. yesterday.

Noting big gains in circulation and ad linage, Mr. Catledge said dailies had faced the worst threat tv had to offer and survived. The newspaper man, who is also president of the American Society of Newspaper Editors, chided his colleagues in the business for remaining silent in the face of disparaging reports about the industry's condition.

With an ad volume more than double than that of the tv industry, newspapers have no need to "roll over and die," he said.

Admitting that the number of newspapers has declined, he pointed out that the same is true of grocery stores and banks. Although there are fewer banks, deposits are up 350% since 1940, and no one is worried about the condition of the banking industry, he said.

■ Elected new president of the association of 72 dailies was James F. Chambers Jr., president of the *Dallas Times Herald*. He succeeds Charles H. Draper of the *Houston Post*. Allan Engleman of the *Edinburg Daily Review* was elected vp; and W. R. Beaumier of *Lufkin Daily News* was named treasurer. Added to the nine-member board of directors were Jim Allison Jr., *Midland Reporter-Telegram*; Albert Nibling, *Sherman Democrat*; and R. W. Whipkey, *Big Spring Herald*. #

Seven Get Jail Terms in Electrical Anti-Trust Case

PHILADELPHIA, Feb. 9—Seven executives of major electrical equipment companies have drawn 30-day jail sentences as well as fines in the government's giant anti-trust case.

The seven cannot appeal the decision of U.S. district court Chief Judge J. Cullen Ganey because they had pleaded guilty or "no defense."

After Judge Ganey completed sentencing on all 20 indictments, in addition to the seven jail-bound men, 21 executives had received suspended prison terms, 44 individuals had been fined $137,500; and 29 corporations had been levied fines of $1,787,000.

The heaviest fines were doled out to General Electric Co. ($437,500) and to Westinghouse Electric Corp. ($372,500).

■ Judge Ganey first charged the defendants with "flagrantly mocking the image of the economic system of free enterprise which we profess to the country." He said they had "destroyed the model which we offer today as a free world alternative to state control and eventual dictatorship."

The 29 companies and 48 defendants were indicted in 1959-'60, on charges of price-fixing and in some cases of bid-rigging. Defendants had been charged with conspiracy to violate the Sherman anti-trust act. The government had charged that the defendants held secret meetings at which heavy electrical business was apportioned among the companies. #

'McCall's,' 'SR' Sign Contracts of Togetherness

Cousins to Keep Reins; 'Autonomy' Guaranteed in 'Pooling of Interests'

NEW YORK, Feb. 9—Negotiations by McCall Corp. for acquisition of *Saturday Review* (AA, Jan. 30) have been officially concluded, and an announcement on consummation of the $3,000,000 deal is expected next week, ADVERTISING AGE learned today.

Arthur Langlie, president of McCall Corp., said that contracts have been signed and that a joint statement will be issued some time next week.

Meanwhile, Norman Cousins, editor of *Saturday Review* and a principal stockholder in the magazine—together with J. R. Cominsky, publisher, and ten other minor shareholders—described the transaction as a "pooling of interests, rather than a purchase."

In an editorial to be published next week, Mr. Cousins listed the major provisions of the contract:

1. *SR* would exchange all its stock for approximately 10% of McCall stock.

2. The *SR* group would maintain a "participative" stock interest in the McCall Corp.

3. *Saturday Review* would not become a division of McCall Corp., but would be continued as an autonomous corporation, with its own board of directors.

4. *SR* would have two seats on the McCall board.

5. McCall Corp. would make available to *SR* such additional facilities and resources as would apply constructively to its growth potential.

6. Present *SR* management was to be retained under a long-term contract, while Editor Cousins was to continue to set editorial policy, also under a long-term contract.

■ In his editorial, Mr. Cousins related the events leading up to the negotiations and cited some of the major problems faced by the magazine before the deal with McCall Corp. These, he said, involved ownership of stock in *Saturday Review* in the event of his death, and the magazine's "increasing dependence on facilities and services over which we had no control."

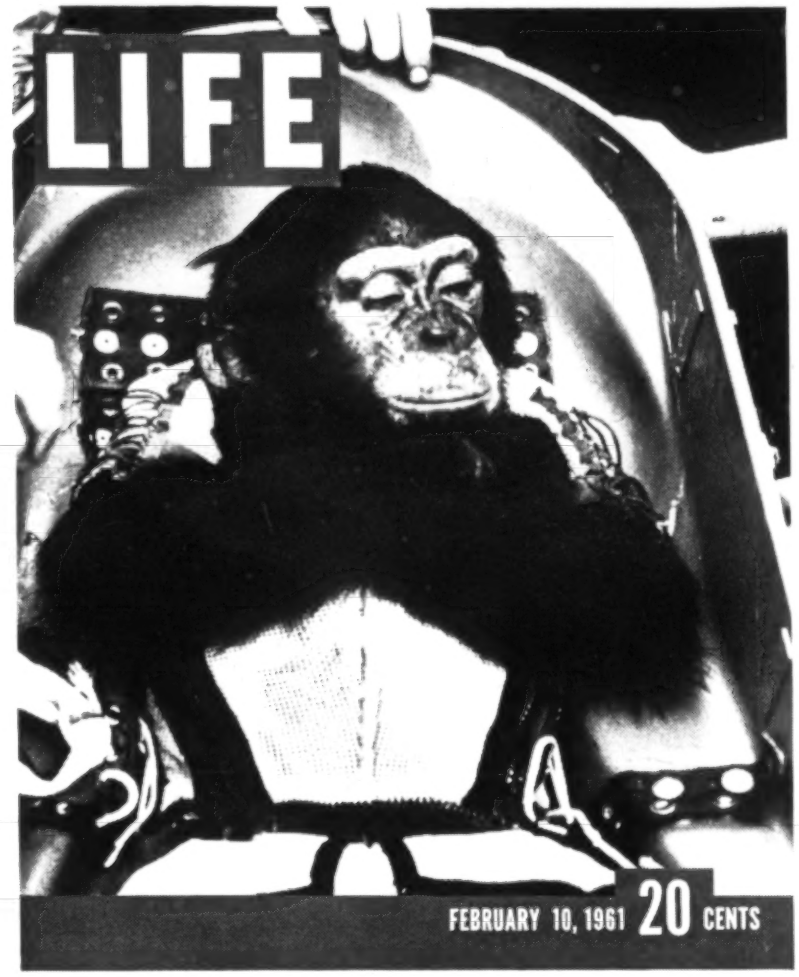
A chance luncheon conversation with Herbert R. Mayes, editor of *McCall's*, whom Mr. Cousins described as "an old friend," led to a meeting between Mr. Cousins, Mr. Langlie and Norton Simon, West Coast industrialist who controls McCall Corp.

Mr. Cousins described subsequent events this way:

"A few days later, Herb Mayes arranged a meeting. I found Norton Simon soft-spoken, reflective. We talked less about publishing problems than about ideas. He followed world affairs closely and had a deep concern about the response of the individual to the stresses of his society. He said he liked the *Saturday Review* and asked if Mr. Cominsky and I wanted to pursue the possibility of *SR's* affiliation with the McCall Corp. under terms that would maintain *SR* as an autonomous publishing entity." #

AMF Promotes Hobbs

American Machine & Foundry Co., New York, has appointed Walter Hobbs Jr., advertising manager of its bakery machinery division, a new post. Mr. Hobbs formerly was assistant ad manager of the parent company.



3 wild weeks on and off the earth

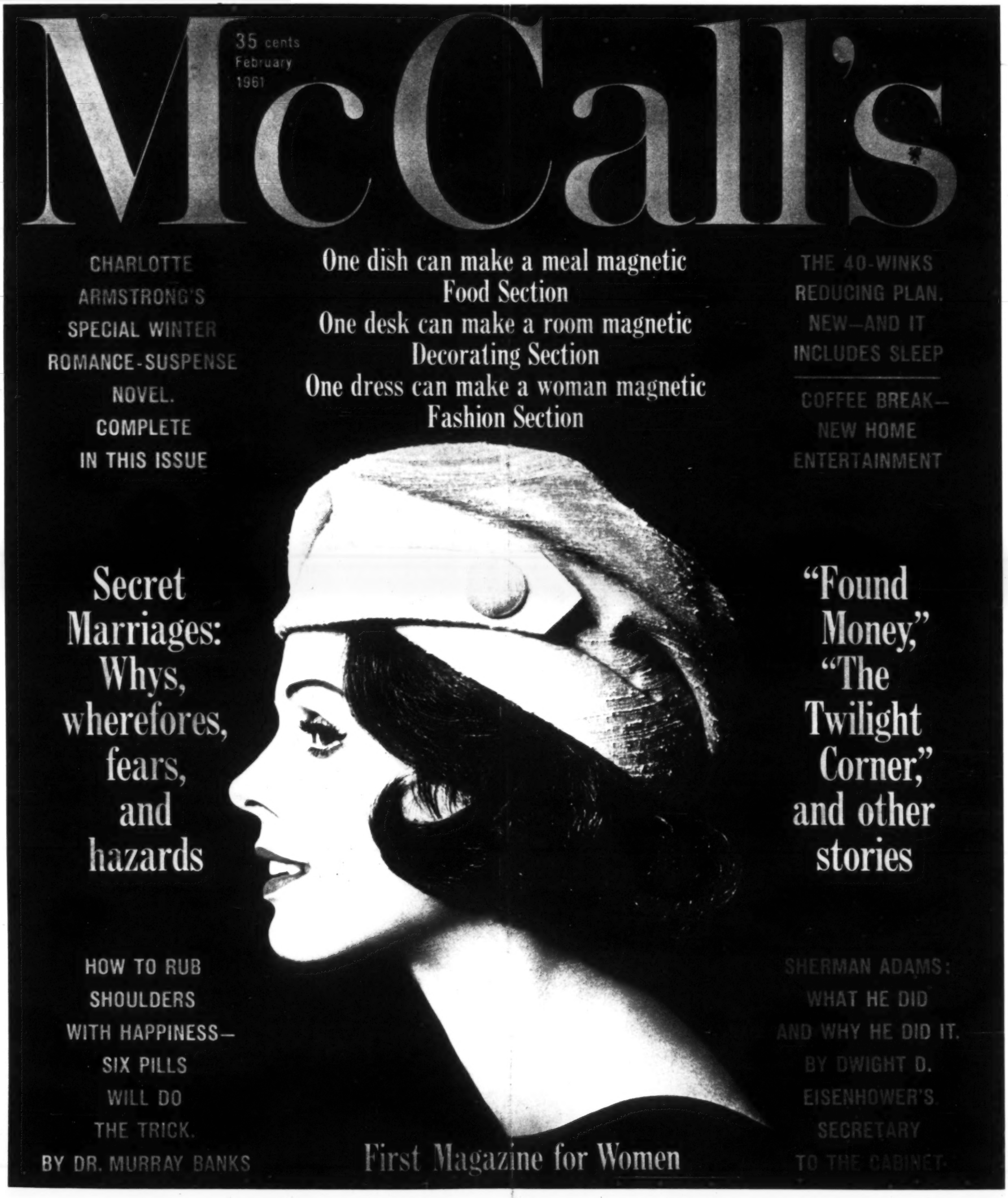
To bring you this week's news in this week's LIFE, staff photographers at Cape Canaveral and Alamogordo covered the career of the space-flying chimp. In Lisbon, Luanda, Dakar and Recife, LIFE followed the troubled *Santa Maria*. At airfields all over the U. S., LIFE's Howard Sochurek shot the color-essay, "Search for Safety in the Skies." ¶ Last week, LIFE captured the welcome of our released RB-47 fliers. From half a world away came the story of England's Queen Elizabeth in India. ¶ Week before that, LIFE took 9,000 pictures of the Inaugural—a diver-photographer got underwater photos of the collapsed Texas Tower—LIFE's Carl Mydans contributed a color portrait of winter in Moscow. ¶ Wherever news happens, LIFE is there to bring you a word-and-picture report like none you can find anywhere else. This is one reason why LIFE has just established a publishing record—with 13 straight weeks of issues averaging over 6,950,000 copies. One reason why LIFE for 19 years has led all magazines in dollars invested by advertisers.

PHOTOGRAPHED FOR LIFE BY BILL RAY.

LIFE

PERPETUAL MOTION PERIODICAL

The February issue of McCall's marks the 20th revenue and linage rise in a row—39.3% in ad revenue and 11% in ad columns over last February's dramatic advance. This is also the 27th consecutive issue to show a gain in total circulation, and the 24th to gain in newsstand sales. Each move ahead reaffirms our editorial policy: simply produce a better magazine. That's why women and advertisers continue to prove that #1 for '61 is McCall's: **FIRST MAGAZINE FOR WOMEN**


McCall's
35 cents
February
1961
CHARLOTTE ARMSTRONG'S SPECIAL WINTER ROMANCE-SUSPENSE NOVEL. COMPLETE IN THIS ISSUE
One dish can make a meal magnetic
Food Section
One desk can make a room magnetic
Decorating Section
One dress can make a woman magnetic
Fashion Section
THE 40-WINKS REDUCING PLAN. NEW—AND IT INCLUDES SLEEP
COFFEE BREAK—NEW HOME ENTERTAINMENT
Secret Marriages: Whys, wherefores, fears, and hazards
"Found Money," "The Twilight Corner," and other stories
HOW TO RUB SHOULDERS WITH HAPPINESS—SIX PILLS WILL DO THE TRICK. BY DR. MURRAY BANKS
SHERMAN ADAMS: WHAT HE DID AND WHY HE DID IT. BY DWIGHT D. EISENHOWER'S SECRETARY TO THE CABINET
First Magazine for Women